

## ADVERTISING AND SALES PROMOTION

### G. E. USES 7 WALLOP MAILING CAMPAIGN

CLEVELAND—Salesmen of General Electric appliances are being aided in their specialty selling efforts by a direct mail campaign designed to tie in with the salesman's daily work. The campaign is "blueprinted" in such a way that the dealer or distributor can employ it to a maximum of advantage.

The new "seven wallop" campaign is an answer to the salesman who has demanded a definite plan for the application of direct mail. The whole plan is presented to distributors and dealers in a 26-page prospectus, which bears a sample of every mailing piece, a sample prospect slip, and a sample mailing-list form.

Of the seven pieces of material in the program, the first four constitute an intensive 30-day effort. The fifth, sixth, and seventh pieces are designed to carry-on.

In the four-piece "concentration" campaign, the first piece is a folder, in color, on the theme, "Money Talks." The piece sells five major economies as attributes of G. E. refrigeration.

Piece No. 2 stresses permanency. It says: "You must buy, not just a product, but a name."

Piece No. 3 goes into details of construction. It talks precision and thorough inspection.

Piece No. 4 admonishes, "Be sure!" Piece No. 5 advises, "Ask your husband. He judges things electrical by name."

Piece No. 6 carries the warning, "Avoid N.E." which the folder explains to be "Nuisance Factor."

Piece No. 7 talks of "Proud People"—pleased users.

For the use of the material, the company offers distributors and dealers three plans.

Plan No. 1 is a 30-day "concentration" activity with a three-month carry on.

Plan No. 2 is a month-by-month, year-round campaign.

Plan No. 3 is a locally controlled method for operating a 30-day "concentration" activity, with a three-month carry-on. By this method, the material is imprinted at Cleveland headquarters, but is addressed, stamped, mailed, and controlled locally by the distributor or dealer.

As a 30-day "concentration" activity with a three-month carry on, Plan No. 1 works like this:

1—Each morning, during the salesman's cold canvassing, he selects the names for direct mail cultivation.

2—The salesman hands piece No. 1 to the prospect, with the request that she read it through at her leisure.

3—The salesman writes his prospects' names on direct mail prospect slips, which he turns in to the dealer or distributor. The names go onto a standard, mailing list form, which goes to Cleveland. The prospect slips are filed under the salesman's name.

4—Headquarters mails pieces 2, 3, and 4, direct, at one-week intervals.

5—After the third piece has been mailed, Cleveland headquarters returns the mailing list to the distributor or dealer and indicates when the final piece of the "concentration" series will go out. On receipt of this information, the distributor or dealer can schedule the salesman's call-backs on the listed prospects—a simple procedure, consisting merely of filling in the call-back dates on the prospect slips and returning the slips to the salesman. Each of the slips serves as a warning to the salesman to call on the prospect within two days after the prospect has received mailing piece No. 4.

6—The salesman calls back on the prospect.

7—If the salesman doesn't sell and if he feels that further direct mail effort will help, the prospect slip goes into action again, this time to request the "carry-on" campaign.

8—Cleveland headquarters mails Pieces 5, 6, and 7, direct, at one-month intervals, meanwhile having notified the distributor or dealer of the time when piece 5 went into the mails.

9—The salesman calls back at least once every 30 days between mailings of the "carry-on" pieces.

Plan No. 2 consists of four steps, as follows:

1—Mailing lists go to Cleveland on the standard forms. If he prefers, the salesman can use direct mail prospect slips and deliver the first mailing piece personally, as in Plan No. 1.

2—Pieces 2, 3, 4, 5, 6, and 7 are mailed from Cleveland, direct, at intervals of one month.

3—The salesman calls back on prospects at least once between mailings.

4—Additions to and removals from the list go to Cleveland as the campaign progresses.

### Grunow Sends Out 50,000 Pieces To Retailers

CHICAGO—Fifty thousand copies of a new broadside advertising the Grunow refrigerator have gone out from corporation headquarters here to a selected list of department stores, electric light and power companies, furniture stores, hardware retailers, radio dealers, electric shops, oil burner dealers, electric refrigerator dealers, and retail plumbers.

Designed to aid distributors in acquiring dealers, the broadside is printed in color and describes features of the Grunow machine.

Opening the large folder—which carries on the outside a picture of a Grunow refrigerator with the words

"Your BIG Chance" emblazoned on it—a crayon portrait of William C. Grunow, president, meets the eye. A short description of Mr. Grunow's activities in the refrigeration industry occupies this page.

"The greatest tribute ever paid to a new product in the history of American business . . . 20,000 sold in the first month," streams across the next section of the folder. This claim is elaborated below. Remainder of the page is taken up with discussions of carrene, the refrigerant.

Testimonials from distributors are interestingly scattered over the third large page—printed in blue on white, and placed against a red background of kaleidoscopic photographs. Center of the page is occupied by an open letter from Mr. Grunow, while pictures of the factory, in blue, fill up the bottom section.

When opened to its fullest extent, the folder shows a large picture of a Grunow refrigerator.

Also on this page, under the caption, "For safety's sake, insist on seeing this marvelous Grunow-Carrene demonstration before you buy any electric refrigerator," appears a series of color photographs showing a salesman demonstrating carrene and the refrigerating mechanism to a feminine prospect.

### Wedding Featured In Westinghouse Display

MANSFIELD, Ohio—"Here Comes the Bride" has been made the motif for Westinghouse appliance window displays during the month of June, when special sales effort will be concentrated on brides-to-be.

The figure of a bride, dressed in wedding gown and veil, is suggested to dealers as the center of interest in their windows. Around the central figure can be grouped the appliances, or the bride can be represented as entering a Westinghouse-equipped kitchen.

### Robinson to Direct N.Y. Evening Journal Advertising

NEW YORK CITY—William E. Robinson, formerly connected with the general advertising department of Hearst newspapers, has been appointed advertising director of the *New York Evening Journal*.

### ADVERTISERS OPEN CONVENTION JUNE 25

NEW YORK CITY—"Advertising's Job in the Changing World" is the subject on which the twenty-ninth annual convention of the Advertising Federation of America will focus its attention June 25 to 29, in Grand Rapids, Mich., according to Henry T. Ewald, president of Campbell-Ewald Co., Detroit.

Two general sessions are to be held following luncheons on Monday, June 26, and Wednesday, June 28, at which times the Federation will listen to distinguished speakers representative of business and industry, the law, education, government, and advertising.

Date of the annual banquet has been set by the national program committee as Monday night.

Additional program committees are planning meetings and discussions for national merchandising and advertising associations affiliated with the Federation which will be tied in with the convention program.

A number of advertising agencies and publishers are planning to display their products in connection with the meeting of the federation.

Certainly, he uses them

But *She* Bought them

TRUE, it is the "head of the family" who signs the order and the check . . . and, incidentally, who boasts most—and most ostentatiously uses electric refrigeration (for a cocktail shaker commands more attention than a bunch of celery) . . . but . . .

Every salesman knows, full well, that few refrigerators were ever sold without the consent AND SUPPORT of the "head behind the head".

Find the woman of the house at home and in a receptive mood, and you've three-quarters closed the sale.

Problem . . . How to find most women at home and in a mood to be talked to?

Answer . . . Talk to them through the ONLY newspaper which they all read (as all sales-authorities agree) . . . which is an EVENING paper.

And through the ONLY evening paper which MOST women in New York read (as all A. B. C. figures verify) . . . The *New York Evening Journal*; read by the wives in 642,000 homes.

#### CONSISTENTLY

year after year, the housewives and bachelor girls of New York have seen more advertising of Electric Refrigerators

IN THE  
N. Y. EVENING JOURNAL  
than in ANY OTHER  
New York Evening Paper

NEW YORK EVENING JOURNAL

New York's BEST READ Evening Paper

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION



# REFRIGERATION NEWS

Registered U. S. Patent Office

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## MAJESTIC, LEONARD & KELVINATOR PRICES UP

### TENTATIVE CODE FOR OIL BURNER TRADE ADOPTED

Minimum List Prices Are Established by Association

By John T. Schaefer

CHICAGO—Adopting a tentative code of fair competition (including minimum list and factory prices), and empowering the directorate of the American Oil Burner Association to present the code to President Roosevelt under terms of the administration's National Industrial Recovery act, the oil burner industry took steps during its annual convention of the A.O.B.A. here last week to govern itself under the new government control plans.

With some 90 per cent of the industry's production capacity represented in the manufacturers' session which passed the code, delegates decided to term it the "all-industry code." The dealer division of the association, comprising a membership of 3,000, also acted in approving the measure unanimously.

Speaking before the annual dinner of the association Friday night, Morgan J. Hammers, president, said, "this code is set up for the purpose of increasing employment, establishing fair and adequate wages, effecting necessary reduction of hours, improving standards of labor, and eliminating unfair trade practices."

In connection with the standards of business ethics and price control set up by the code, he said that no provision in it could be construed to prohibit (Concluded on Page 4, Column 1)

### SEARS ROEBUCK TO MAKE 25,000 UNITS

By George F. Taubeneck

CHICAGO—Through some 300 of its retail stores, Sears Roebuck & Co. expects to sell at least 25,000 Coldspot electric refrigerators this year, according to E. Gudeman, buyer for the refrigeration department, and A. K. Walton, merchandise development engineer. This is approximately 5,000 more boxes than Sears Roebuck sold in 1932.

Sunbeam Electric Mfg. Co. builds the refrigerating machines for Coldspot refrigerators, while Seeger supplies the cabinets. Machines are shipped from Evansville, and cabinets from St. Paul, to the various retail stores, where the complete refrigerators are assembled.

Although Sears Roebuck is known chiefly as one of the world's two great mail order houses, electric refrigerators thus far have not been listed in the catalog. Nevertheless, nearly 1,500 Coldspot refrigerators were sold by mail last year to patrons who wrote in and asked if "Sears" did not have an electric refrigerator for sale.

Reason for not listing electric refrigerators in the Sears Roebuck catalog, Mr. Gudeman observes, is the fluctuation of prices in the industry. By the time a catalog could be prepared and distributed, prices stated in the catalog would not be competitive. (Concluded on Page 13, Column 3)

### G. E. Contract Corp. Opens 5th Office

CLEVELAND—General Electric Contract Corp., formed to discount installment contracts of dealers and distributors of G. E. products, has just opened an office here—the fifth established since the company's organization. Other offices are in New York City, Philadelphia, Harrisburg, and Chicago.

It is planned that the company will eventually operate on a national scale. George Mosher is president of the organization, R. E. Sincorbox is treasurer, and T. K. Quinn, vice president of the General Electric Co., is chairman of the board.

### Leonard to Raise Sales Price of All Models

DETROIT, June 21.—Prices on all Leonard electric refrigerators will be increased June 28, it was announced today by George W. Mason, president of the Leonard Refrigerator Co. The new prices have not yet been definitely determined, he stated.

Three months ago when raw material prices dropped to new lows, Leonard slashed its retail prices to the lowest levels in its history, announcing at the time that those prices were guaranteed for only so long as raw material costs remained low.

Today it was intimated that further price increases may be expected after the first one if commodity prices continue their upward trend. In announcing the price raise, Mr. Mason pointed out that since March 21 copper has gone up 35 per cent, steel 12 per cent, tin 42 per cent, rubber 41 per cent, and zinc 30 per cent.

Newspaper advertising has been chosen by the company as the exclusive medium for carrying the price increase announcement to the public.

### MERCHANDISING BY UTILITIES IS UPHELD

AUSTIN, Tex.—In a decision handed down June 7 the Third Court of Civil Appeals of Texas held that the sale of gas and electric appliances is within the power of a public utility as incident to a public utility's principal business of manufacturing, supplying, and selling gas and electricity to the public for heating, lighting, and power purposes, and dissolved an injunction restraining the San Antonio Public Service Co. from purchasing and selling gas and electric appliances.

The judgment of the Fifty-Third District Court of Travis County granting an injunction was reversed in everything except an injunction restraining the company from maintaining an appliance business at Seguin. (Concluded on Page 13, Column 4)

### IRWIN SUCCEEDS MUTCHNER AT FRIGIDAIRE

DAYTON—James W. Irwin has been named director of public relations for Frigidaire Corp., succeeding C. T. Mutchner, who died in Arizona a few weeks ago. Mr. Irwin formerly handled air-conditioning publicity for Frigidaire, and was Mr. Mutchner's right-hand man.

Before joining Frigidaire, Mr. Irwin had been assistant to the late Frederick G. Bonfils, publisher of the Denver Post, and at the age of 21 was city editor of the Chicago Herald and Examiner.

### PRICES LOWERED ON 4 MODELS OF NEW G. E. LINE

F.o.b. Price Reductions Range from \$5 to \$31 On New Units

CLEVELAND—Price reductions ranging from \$5 to \$31 have been placed in effect on the four General Electric refrigerator models having enclosed Monitor Tops and stainless steel evaporators.

Model HT-70, the G. E. 10-star model formerly selling for \$240 f.o.b. factory, has been reduced to \$215 f.o.b. A reduction from \$230 f.o.b. to \$199 has been effected on model HX-70, which is similar to the HT-70 except for a baked glyptal exterior.

On model HT-47—porcelain, 4.7 cu. ft. net capacity—the f.o.b. price has been cut from \$170 to \$165. And on model HX-47, which differs from the HT-47 only in that its finish is glyptal, the reduction was from \$155 to \$149.

### CROSLEY HAS 8,750 UNIT ORDERS AHEAD

CINCINNATI—Crosley Radio Corp. is now 8,750 units behind orders for electric refrigerators, and its radio business this year has been more than double that of 1932, 125 Crosley distributors were told when they met at the factory here last week for their eleventh annual convention.

In his address to the visiting distributors, Powell Crosley, Jr., president, said, "There is every indication (Concluded on Page 4, Column 5)

### Order Placed for 2,240 Monitor Tops

NEW YORK CITY—What Rex Cole claims is the world's largest single order for electric refrigerators has just been placed with the General Electric distributor here by Metropolitan Life Insurance Co. of New York.

Amounting to more than a quarter of a million dollars worth of business, the order is for 2,240 model HX-47 Monitor Tops to be installed in the Astoria, Woodside, and Sunnyside developments in Queens county, Long Island. Deliveries will be made over the next three months.

G. P. Robinson of the Rex Cole apartment house division, made the sale.

### Nema to Plan Industry Conference



Photo by Howard Blood

G. M. Johnston, president of Universal Cooler Corp., and chairman of the Refrigeration Division of the National Electrical Manufacturers Association, will meet with chief executives of member companies tomorrow evening in the Chatham hotel, New York City, to discuss plans for an all-industry conference to be held in Detroit in the near future. The conference will be called for the purpose of organizing the industry under the terms of the Industrial Recovery Law. (See page 9 for full text of law.)

### Kelvinator to Set Higher Prices On June 28

DETROIT—Kelvinator prices will be increased on June 28, it is announced by George W. Mason, chairman of the board and president of Kelvinator Corp. Although officials have been working for the last week to revise the schedule, the new prices have not yet been definitely determined.

The upward revision in the price scale comes three months after Kelvinator announced a temporary low price schedule as a result of low prices then prevailing in the raw materials field.

"Now that the price of raw materials has gone up, in line with a general increase in many fields, Kelvinator prices must also be revised upward," Mr. Mason said last week.

After June 28, dealers may continue to sell at present prices all Kelvinators purchased by them before the date of the price increase, the president said. "We are not sorry that conditions have led us to make this price raise," (Concluded on Page 13, Column 5)

### NORGE BRINGS OUT 3 MEDIUM-PRICED JOBS

DETROIT—Two new all-porcelain models and one new lacquer model—all of conventional cabinet design—have been added to the electric refrigerator line of Norge Corp. here, and initial shipments have been made to distributors.

AP-44, one of the new units, is similar to the A-44 model introduced last spring except that the new refrigerator has a porcelain exterior. Its net food capacity is 4.4 cu. ft., and its retail price will be approximately \$129.50, according to J. A. Sterling, advertising and sales promotion manager.

Model DP-66, second of the new refrigerators, is identical to Norge's D-66 except that its exterior is porcelain. Net food storage capacity of this refrigerator is 6.6 cu. ft. It will retail for approximately \$169.50.

Entirely new model of the Norge line is the D-5, which has a 5-cu. ft. net food storage capacity, a lacquer exterior, and an ice-making capacity of 63 cubes (6.75 lbs.) per freezing. It will sell for approximately \$129.50.

### Engineers Meet in Chicago Monday

CHICAGO—Members of the American Society of Refrigerating Engineers will assemble here Monday, June 26, for a midyear meeting with new developments, air conditioning and thermal problems scheduled as the major topics for the convention sessions on Monday, Tuesday, and Wednesday.

The Chicago section of the A.S.R.E. under the chairmanship of Ben E. Seamon, Chicago secretary, will be host to the convention, which will be held in the Hotel Sherman.

The A.S.R.E. meeting will be one of 30 conventions of engineering and technical societies to be held in Chicago. (Concluded on Page 16, Column 1)

### NORGE DESIGNS DRY AND WET TYPE BEER COOLERS

DETROIT—Three new bottle beer coolers, one of the dry type and the others using the sweet water bath method of cooling, are being introduced by Norge Corp. here.

The dry-type cooler has a capacity of 98 12-oz. bottles, and may also be used for storing foodstuffs, according to the manufacturer. Its exterior is black porcelain with stainless steel trimmings. Hardware is chromium plated, and the interior is finished in white porcelain.

Model SG, one of the two wet-type coolers, has a storage capacity of 68 12-oz. bottles, while model MG has space for 100 12-oz. bottles. Retail prices on these three coolers have not been definitely decided upon, but will range from approximately \$125 to \$225, according to J. A. Sterling, advertising and sales promotion manager.

### \$5 TO \$10 PRICE RAISES MADE BY GRIGSBY-GRUNOW

All Models Included in General Increase Of Prices

CHICAGO—Prices on all Majestic refrigerator models will be increased July 1, according to an announcement made to Majestic distributors last week by John F. Ditzell, assistant vice president and general sales manager of Grigsby-Grunow Co.

Model 400, at present having an f.o.b. list price of \$89.50, will be boosted to \$94.50 after July 1. Price of model 450 will be raised from \$99.50 to \$109.50 f.o.b. list, and model 500 will go from \$129.50 to \$134.50. On model 700, the price will jump from \$167.50 to \$174.50. Model 900, now priced at \$208.50, will sell for \$214.50 after the first of next month.

In the bulletin issued to distributors regarding the price increases, Mr. Ditzell said, "The market rise in commodity and raw material prices has taken place, with the natural result that the manufacturers without large inventories are obliged to increase prices."

"It is, in our opinion, good business judgment that we in the refrigeration industry should take advantage of this opportunity to improve our conditions, as well as those of our distributors and dealers."

### Large July Schedule

CHICAGO—July production schedules for Majestic electric refrigerators will be the largest in three years, according to LeRoy J. Williams, vice president and general manager of Grigsby-Grunow Co. June shipments are larger than those for the corresponding period last year.

"Majestic radio shipments on June 13 were double those of the entire month last June, and the production schedule is more than five times radio shipments for last June," he said. "Our radio production schedule for this month has not been equalled in June since 1929."

### PRES. ROOSEVELT SIGNS INDUSTRY RECOVERY ACT

WASHINGTON, D. C.—The National Industrial Recovery act became effective June 16 by the signature of President Franklin D. Roosevelt.

The law consists of three sections, the first dealing with regulation of industry, the second providing for a public works program, and the third providing for taxes to finance the program.

Basis of the regulatory provisions lies in the proposed "codes of fair competition" which are to be worked out by any trade or industrial association or group for its own field. Should an industry refuse to adopt such a code and the President decide that one is needed, he can impose it on the industry even in the absence of voluntary action.

Minimum prices may be fixed to prohibit selling below cost of production. Minimum wages may be established to prevent unfair advantage to any concern that might attempt to pay wages below a decent standard of living.

Maximum hours of labor may be (Concluded on Page 13, Column 2)

### Industry Executives to Address Advertisers

GRAND RAPIDS, Mich.—Among prominent speakers on the program of Advertising Federation of America's 29th annual convention, to be held here the week beginning June 26, are T. K. Quinn, vice president of General Electric Co.; C. W. Kettering, vice president, General Motors Corp.; Walter Dally, General Electric refrigeration division advertising and sales promotion manager; Ralph (Concluded on Page 5, Column 2)



## BY GEORGE F. TAUBENECK ---

In the June 7 issue of the News we suggested that the thousands of members of the refrigeration industry who plan to visit Chicago for A Century of Progress exposition this summer will do well not to confine their attention to the Fair. Chicago itself is perhaps the most amazing American city, and is worth a thoroughgoing sightseeing tour.

A guide to interesting parts of the city, with a map showing locations of refrigeration manufacturers and distributors, was begun in that issue. It is concluded here.

### For the Eye

After marveling at the glories of that unmatched skyline and of the unprecedented group of buildings at A Century of Progress, your eyes may be banqueted at the Art Institute and the Buckingham Memorial Fountain. Both are quite near the fair grounds.

A magnified version of the Latona fountain at Versailles, the latter shoots thousands of gallons of water 90 feet skyward every minute. Around the base are smaller fountains and spouting sea horses.

A delight to any engineer would be the intricate system of electric motors, switches, and circuits which operate the fountains and geysers, as well as the lighting that rainbows the spray.

During the luncheon hour hundreds of Chicagoans find temporary respite and even inspiration in the contemplation of its majesty.

Erected for Chicago's first World's Fair, the Art Institute has become one of the city's chief cultural institutions. It is used. Corot, Cezanne, El Greco, Rubens, Innes, Picasso, Millet, Renoir, and the entire Barbizonian school are well represented here. Also the art exhibits of A Century of Progress.

Even more important than the exhibitions is the art school, where not only painting and sculpture are taught, but drama, advertising, interior decoration, architecture, textile work, ceramics, and other highly practical pursuits in addition. It is the largest school of its kind in the country, with an enrollment of several thousand students annually.

If you visit it, take in the completely furnished "period" rooms, also the Oriental galleries and the collections of china and glass.

Outside the Institute building are its famous sculptured lions, which are the butt of more jokes even than the Wrigley clock.

Across the street are the Auditorium, Orchestra Hall (home of the famous Sunday Evening Club), the Fine Arts building, Studebaker theater, and the Playhouse, all of which have contributed mightily toward the musical, operatic, and theatrical progress of the city. Today Chicago ranks with New York, St. Louis, and Cincinnati as a friendly harbor of musical art.

### Streeterville

East of Michigan Blvd. and just across the river northward is Streeterville, so named because of an ancient mariner who beat back landlords for high rent thirty years before his squatter sovereignty was finally ended.

Potter Palmer, one of the early merchant princes (also prince consort of Chicago's first and most powerful social queen), filled in the lowlands, bulwarked them against the lake, put up a feudal castle there for his home, and made a real estate development out of it.

Today Streeterville is the foundation for the 37-story Palmolive building and its Lindbergh Beacon, for McKinlock campus of Northwestern university, for hang-outs and workshops of artists and various types of high-brows, for shops patronized by the carriage trade for the swanky Drake hotel and neighboring satellite hostels, for the dinosauric and ungainly Furniture Mart, for the Navy Pier, and for innumerable tiny eating and drinking "spots." Until Roosevelt death-knelt the Prohibition Era, Streeterville was a paradise of speakeasies.

Major part of Northwestern university is resident in the beautiful suburb of Evanston; but in Cap'n Streeter's old domain is a stately group of distinctively academic buildings housing several divisions of this important education institution. The Medill School of Journalism, and all the other professional schools, including those of medicine, dentistry, commerce, and law, are located there.

This modern Gothic development is partly the gift of the McKinlock family (whence the campus derives its name), made as a memorial to a son killed in the World War. Leonard Keeler's notorious lie-detector was developed in Northwestern's criminology laboratory. The campus has also helped incubate the lusty germinations and fulminations of Chicago's short-haired poets.

### The Stock Yards

For many years it was the Union Stock Yards which visitors to Chicago most wanted to see, just as it was the Woolworth building and the Statue of Liberty in New York City, Independence Hall and the Liberty Bell in Philadelphia, and the Ford plant in Detroit.

The vast majority of Chicago's citizens have never been there. They may have whiffed its unmistakable odor on a change of the wind, and they are surely aware of its function in and effect on the city. But they leave the visiting to their cousins from Peoria.

Like China, "the Yards" are surrounded by a high wall, embrace a lot of territory, smell to high heaven, and are unkempt. Unlike China, they have progressed admirably.

There long before Chicago came out to meet and surround them, the managers of the Stock Yards have efficiently gone about making good their boast that they "utilize all of the pig but the squeal." They have even found ways and means of lessening the odor nuisance.

Within this square-mile realm labors a population of some 60,000 or so. To the domain of Swift, Armour, and Morris come daily shipments of cattle that would fill a freight train seven miles long (that's what they'll tell you out there, at any rate).

After unloading and herding into pens, the animals are purchased according to prevailing rates, killed, and sent down the line to the various dissecting departments.

You can get an excellent meal at the Stock Yard Inn there. The "Yards" also boast a daily newspaper, an amphitheater, a club (Saddle and Sirolo), and a reproduction of Independence Hall in Philadelphia.

"Back o' the Yards"—west and south, to be specific—is a gangsters' breeding swamp. Poles, Lithuanians, and the true Bohemians (not the arty kind) live there. Bootleggers, hijackers, alky distributors, and basement brewers infest the region in droves. It corresponds to "across the railroad tracks" districts in smaller cities. Not unexpectedly, the region has also furnished the city with many of its leading politicians.

### University of Chicago

John D. Rockefeller was godfather of the University of Chicago, and like most fathers, he signed the checks for some 20 years. His last big check, for \$1,500,000, went toward the erection of one of the finest Gothic cathedrals in the world.

Matching and backgrounding this magnificent temple of worship is a series of strong buildings all supporting the Gothic motif of the cathedral. Through their course runs one of the loveliest thoroughfares you'll see anywhere in America. It is the Midway.

Some four roadways traverse the Midway. But chiefly it is composed of putting-green lawn—miles of it. Between the stately architecture and the restfulness of the Midway, students at the University of Chicago have pleasant surroundings indeed.

Chicago is first of all a school of research, an institution for graduate students. Undergraduates are well cared for, of course, but it is best known for its graduate work. And for some of its men.

President Robert Maynard Hutchins is still in his early thirties. It was he who introduced the undergraduate system of abolishing courses, credits, periodical examinations, compulsory class and lecture attendance, and four-year residence requirements.

Physicist Michelson, archeologist Breasted, Biblical scholar Goodspeed, and the newly appointed Ambassador to Germany, Prof. W. E. Dodd, are just a few of the famous names on the faculty roster.

### The South Side

Both "the Yards" and the University of Chicago are colossi belonging to that Chicago vista called, with a vague, sweeping gesture of the hand, "the South Side."

So many things are lumped together in this heterogeneous division of the city that one can't find a summary word or phrase for it—such as "aristocratic" for the North Side, or "hardy" for the West Side.

In addition to such diverse institutions as the Stock Yards and the University of Chicago, you'll find the Black Belt, Chinatown, some gangland hangouts, South Shore country club development, Jackson Park (site of the 1893 World's Fair), sites of industry, and a series of sturdy suburbs, including Gary of the mighty steel mills. The South Side is one deck that was really shuffled.

Following Michigan Ave. out through Automobile row and you'll run into

the Black Belt. It's also enterable by going south on Wabash or State. Cottage Grove for a considerable length is populated by negroes. South Parkway, too. Almost a quarter of a million folk with negroid blood in their veins rollick together here in a substantial city of their own, extending from the southerly limits of the central commercial district to 48th St.

South Michigan Ave., one of their principal haunts, was once a regal street in Chicagoland. It was the site of homes of the great packers, of George Pullman of the Pullman cars, Charles Crane of plumbing fixtures fame, and of Madame Schumann-Heink. Its Olivet Baptist Church formerly seated a distinguished, if limited, white congregation. Now it houses the largest Baptist church membership in the world—some 8,000 negroes.

As one wit put it, the inventor of the Pullman car has been succeeded here by the Pullman porter. And where Schumann-Heink once held sway, Valaida, or one of her dusky compeers, now has the ears of the populace.

This, you must understand, is a distinct city, with its own recreation facilities, its own stores, its own banks and insurance companies, its own doctors and lawyers, its own newspapers, and its own political organization. It sends colored men to the City Council, to the state legislature, and to Congress.

Chicago's negroes aren't such playboys as are New York's. There's no district in the Black Belt to compare with the section of night clubs which have made Harlem famous. In Chicago the negroes make and save money, attempt to cultivate the arts, nurture their civic consciousness. In New York the blacks and high browns are more apt to consider life just a bowl of cherries.

Julius Rosenwald, Chicago philanthropist, became exceedingly interested in the Black Belt, and contributed a modern housing development which begins at the corner of Michigan and 47th.

Over at South Parkway, and up around 35th St., you may find the ornate mansions of the negroes who have "arrived," and whose accumulations of money entitle them to live as few, if any, of their race have ever lived before. In days past there have been some race riots . . .

At Wentworth and 22nd Sts. is the capital of China-in-Chicago, the headquarters of the On Leong Tong. This is the strongest of the "tongs," the association built by the venerable Frank Moy and his innumerable relatives; although the Hip Sings, who hold forth at State and 24th, are not to be sneezed at.

The On Leongs educate their children at party headquarters after public school is out. Pity the poor Chinese kids! Two regulation schools in one day!

This famous, but not particularly notorious, "city hall" of the On Leong Tong is partly Oriental in style, partly substantial Occidental. It is a three-story pagoda of terra cotta, emblazoned inside with silver and black, gold-leaf on wood, incense candles, furniture of teak, and dragons everywhere.

Further down 22nd St. is the Chinese "merchandise mart," where you can purchase Oriental ding-fods to decorate your apartment—if your taste runs in that direction.

Old gangland hangouts not far away are Al Capone's former headquarters, the Lexington hotel, his old cabaret, The Four Deuces, and "Big Jim" Colosimo's restaurant.

Other interesting spots on the near South Side include the Coliseum, where party conventions used to be held, and where conventions and exhibitions are now staged. Also the Frolics and Petruska clubs for in-somniacs.

Shooting southward on the magnificent Outer Drive, one passes some fine old residential hotels, such as the Chicago Beach, the Flamingo, and the Windermere. Whereupon, one is at the gates of Jackson Park, where the 1893 Columbian Exposition was held.

One relic of that World's Fair is still useful and still proud. It is the Industrial Museum, which was once the Field Museum of Natural History, and before that, the Fine Arts Palace during the 1893 Fair.

Julius Rosenwald supplied the money for restoring it to its original architectural glory as conceived by Charles Atwood (it is classic, and in as pure a form as you will find in America), with the idea that it should preserve for posterity the tools with which industry created our present civilization.

There's also Washington Park, noted for Lorado Taft's "Fountain of Time," a statutory group which depicts Old Father Time watching the procession of mankind flow by. And, further on,

the South Shore Country club which, not so long ago, was out in the country. Now it's valuable property; and so are the homes and apartment houses in its neighborhood.

Much distance West, but still considered "South," is McCormicktown, where (Western Ave., from 26th St. on for several blocks) McCormick farm machinery has been made for many years. There are five industrial zones on the South Side. Out there you'll also find, in case all this bores you, Comiskey Park, where the White Sox play (35th and Shields).

Woodlawn, Englewood, Beverly Hills, and Chicago Heights continue the unbroken metropolises. And, over in Indiana, is Whiting, where Standard Oil has the largest refinery in the world. Adjoining is Gary, that gorgeous hell of blast furnaces which burns and sears patches of the sky after nightfall. One of the sights of Chicago. Takes a No. 1 gate-crasher to get inside, but a view of the fireworks from a distance should satisfy you.

Judge Elbert Gary, against all advice, built this city of 100,000 on the dunes of Lake Michigan. It sprang, like Minerva from the forehead of Zeus, almost full-grown from his brain. Gary is proud of its public school system.

Beyond Gary (take a breath-robbering four-lane superhighway) lie the Dunes proper, where summer cottages, all-year homes of artists, hot-dog stands, dance halls, and swimming beaches are all jumbled up for a stretch of 80 miles or so.

### The North Side

Of all the portions of Chicago, the North Side is the most inspiring. Makes you want to go out and earn a lot of money, so you could live like that, too.

Take, for instance, the snug little boat harbor in Lincoln Park. In the lacquered Chinese-dragon effect of a red-and-gold dawn, the motor yachts and R-boats in this lagoon comprise a picture of such burnished beauty that you'll never forget it. And it's a vision worth arising early (or staying up late) to see, again and again.

To arrive at this spot, you traverse Lincoln Park over smooth macadam roads, made interesting by curves and gentle undulations. On one side is that brooding, majestic lake. On the other can be seen the towering tops of some of America's finest apartment buildings. Here one finds the cooperative apartment idea at the peak of its development.

Between these are trees and grass and statuary (a St. Gaudens' Lincoln, Grant, Altgeld, Oglesby, Garibaldi, Kennistown), a cross-crossing bridge path trod by spick-and-spaning horses bearing smartly clad riders, and those smooth macadam drives over which fine cars sail and dart like schools of tadpoles. Fortunate indeed is the man who can drive his work in the morning through such refreshing surroundings.

In the after-hours, too, Lincoln Park and environs serve these golden-spoon-in-mouth people well. Yachting, as we have noted. Easy golf links. Clean bathing beaches—miles of them. A zoo. Flocks of tennis courts, with archery tossed in. An active Gun Club. Rowing and sculling.

All in all, the district provides most of the requisites for enviable living, even though the residents usually have the where-with-all to dash off wherever and whenever they please in search of amusement.

This section of town (beginning at Ohio St. and hugging Lake Shore Drive to the northern end of Lincoln Park) is the Gold Coast, the homesite of regal families like the McCormicks, families which have lived thereabouts for generations.

It is a deep concentration of blue-blood—active blueblood, nevertheless,—active politically and in philanthropies as well as socially.

The Near North Side is, in its way, fully as aristocratic as the Gold Coast. It is not a peerage of family or wealth, but is an aristocracy of the intelligentsia, of the *artistes* and the so-called Bohemians.

In its environs, too, is Washington (or "Bughouse") Square, which corresponds to London's Hyde Park and Detroit's Grand Circus Park as a spot where orators whose views are tinged with all the hues from tea-pink to revolutionary-carmine (any old color so long as it's red) may gesticulate and shout far into the night. You'd think that neighboring landed gentry would mind, but they don't.

There's also the Moody Bible Institute, which its leaders like to call the "West Point for Christian Soldiers."

West of Clark St. and north of Chicago Ave. is a strong German settlement, which has preserved its territorial integrity, and which has increased in population until it has given Chicago the rank of sixth German city in the world.

Contiguous is the most thickly peopled square mile in the city. Its boundaries are Chicago, Western, Ashland, and North avenues, and it boils Poles, Sicilians, Scandinavians, Lithuanians, Ukrainians, Czechs and Slavs, Greeks, Persians, Russians, and He-

brews in a true melting pot of heavy consistency.

The streets of this "pot" are dirty and sticky, noisy and smelly. Pushcarts, hurdy-gurdies, hard-muscled little gamins, darkly flamboyant girls, and foreign faces—some placid in expression, some "whipped," others defiant—fill the sidewalks.

Restless and energetic, the Far North Side is a temporary shelter for hundreds of thousands of "on-the-make" Chicagoans. Region of the cliff-dwellers is this, with most of the inhabitants occupying standard two-, three-, and four-room cubbyholes of brick.

These are the people who work in the giant office buildings downtown. Not the executives, who may live still further north in a quiet, well-groomed suburb; or even the junior executives, who likely keep their young families in small homes in the western or southern suburban towns. Rather, these are the working pairs (both wife and husband holding down jobs), the bachelor girls, and the ambitious young men.

Delicatessens thrive up there. So do restaurants and chow mein parlors. The movie palaces are palaces, and there are many of them.

Wayne King, who has surely one of the most melodious of present-day dance orchestras, has been playing in the monstrous Aragon ballroom up there for years. He could work at Coconut Grove, New York's St. Regis roof, or any of the smart clubs decorated by Joseph Urban—but so much money pours into this big dance hall from North Side patrons that he can't afford to leave.

This is the "Uptown," and it is another city-within-a-city, of which Chicago has so many. Relatively inexpensive, it has an air of smartness which gives its denizens the feel of belonging to a metropolis. Action, life, business are its keywords. Enterprising business men and realtors have made neat profits up there.

Wrigley Field, where the Cubs play, is on the elevated line which leads through the "Uptown." At the eastern edge of that district is the justly celebrated Edgewater Beach hotel with its zephyred beachwalk and music by starlight.

Up through Rogers Park the elevated will take you to Evanston which, although classed as a suburb, has more than 63,000 population. Evanston is chiefly noted as the home of Northwestern university; and somewhat secondarily, as the home of the Women's Christian Temperance Union.

Northwestern was chartered in 1851, but did not open for business until many years later. After a time it was joined by the Evanston Women's College for Ladies, over which Frances Willard once presided. And ever since that time the school has been noted for the pulchritude of its girls (who probably would disdain the appellations "women" and "ladies").

More recently its athletic teams have added lustre to the name of Northwestern. It is, as you might suspect, not difficult to persuade a son or daughter of a midwest family to matriculate at such a school—which has, in addition to the advantages of pretty girls and strong men, a handsome set of buildings on Sheridan Road, nearness to metropolitan life, and the lake.

Evanston contrasts the modern with the sylvan. Its streets are tree-lined, but its buildings are new and sprightly. A brightly scrubbed business district and a multiplicity of hotels and apartments make it city-fied, yet there is many a touch of the pastoral and even the rural to be found throughout the city.

Other northern suburbs are also attractive and very liveable. Lake Forest, for instance, and Highland Park and Glenview. Winnetka is popular with the well-to-do, and proud of its educational system. Wilmette and Kenilworth are proud and self-sustaining. Nearby is Ravinia, where grand opera has been popularized in a summer setting of grass and trees and sky.

Further yet are Waukegan, which is more industrialized than its southerly neighbors, and Zion, blue-stockinged religious community headed by Wilbur Glenn Voliva, who has made a million and lost it, who insists publicly that the world is flat, and who once made an extensive trip to prove it.

### The West Side

Backyard of Chicago, the West Side is the unlabeled aspect of a great city. Chicagoans find compensation for this vast stretch of dreariness and squalor in the thought that it contains the biggest manufacturing and warehousing district possessed by any city in the world. But call it by any name you wish, the smells are just as foul.

Halsted St., a principal north-and-south artery of traffic, plows through no less than 36 different nationalistic groups before it leaves the city. It is typical of the bumpy, crowded, clanking, grubby streets running through the West Side.

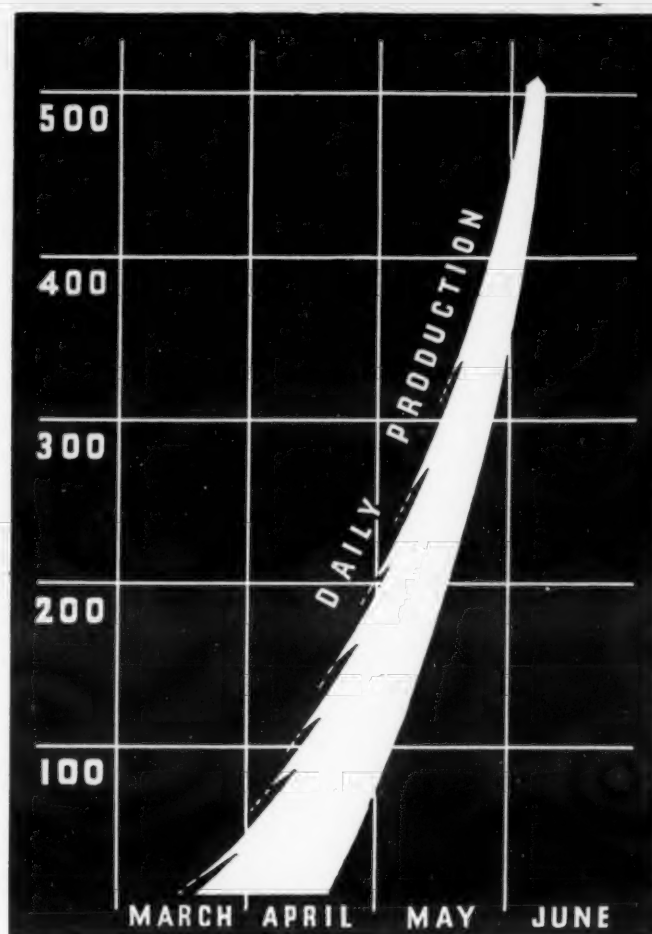
At Roosevelt Road, Halsted bisects the center of the ghetto district, and near Maxwell St. it breathes the pungency of the overfermented market

(Concluded on Page 5, Column 4)



# GRUNOW SALES SKYROCKET

**500% Increase in 3 Months—  
Tremendous Buying Wave. Dealer  
Sales and Profits Shoot Upward!**



**T**HE most tremendous wave of public approval and of buying that ever greeted a new product! That's the report from Grunow dealers in every part of America!

In only three months, production on the sensational new Grunow has shot up from nothing to 500 a day—and still the cry for more comes by phone, wire and air mail! Carrene—the magic fluid refrigerant—has revolutionized refrigeration! A new deal for the public in safety! A new deal for you in sales and profits!

It puts you above competition! Lets you make a "showdown" demonstration of safety no other household refrigerator in the world can duplicate! *And lets you keep your profits*

—eliminates service losses—reduces your repair kit to practically a wrench and screwdriver, and cuts repair time to a few minutes, right in the home, on any repairs that can ever be needed!

**GRUNOW ALONE USES CARRENE**  
*Non-Poisonous—Non-Corrosive—Non-Inflammable  
Non-Explosive—Under All Ordinary Condi-  
tions of Temperature and Pressure*

Here's super-safety you can prove to every prospect—actually opening the cooling unit to let them see, smell and hold in their hand the marvelous new refrigerant, Carrene. Think of it! This magic fluid is a liquid, not a gas! It operates with vacuum, not pressure! It's

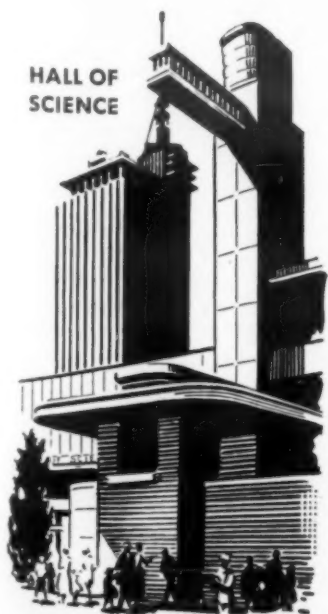
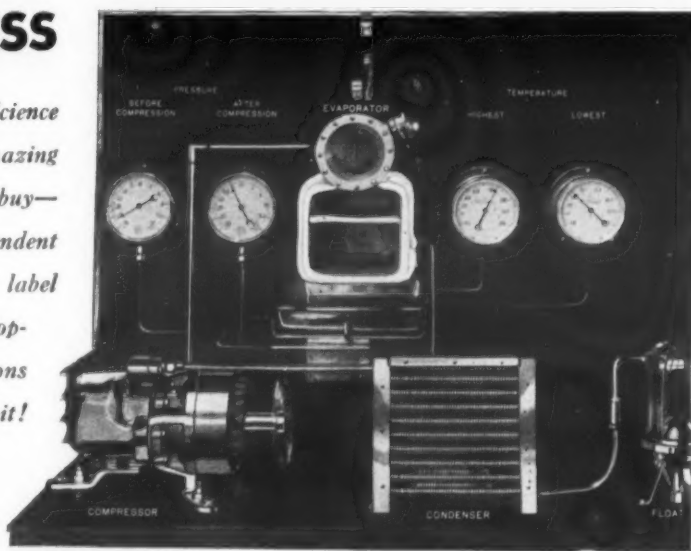
almost trouble free—and so economical that a single light bulb burning 24 hours uses more current than this amazing new Grunow uses in the same time!

Thirty-four convincing sales features make selling easy. They're sweeping a landslide of sales and profits to Grunow dealers everywhere. Don't wait! Phone or wire for franchise now, addressing your distributor or

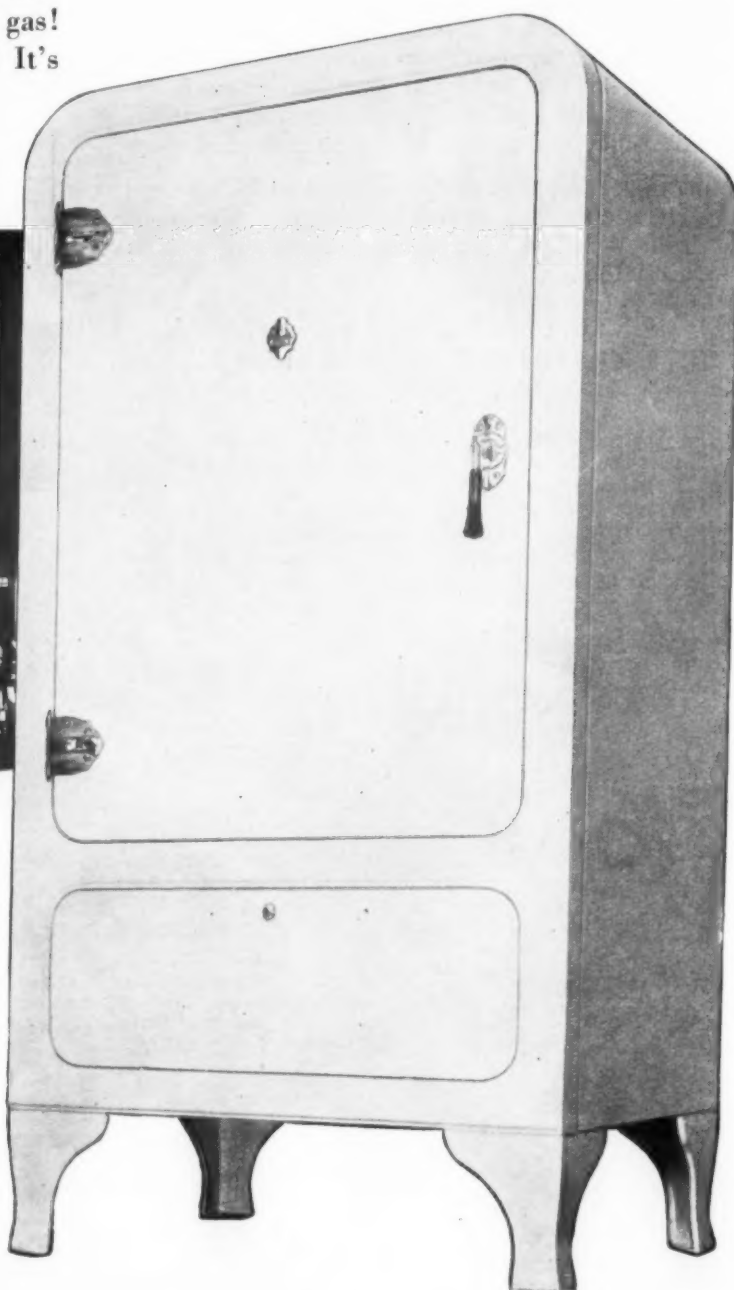
**GRUNOW CORPORATION**  
4127 George Street · Chicago, Illinois

## WINS FIRST HONORS AT WORLD'S FAIR CENTURY OF PROGRESS

*The only refrigerator unit displayed in the Hall of Science at Chicago's Century of Progress Exposition is the amazing new Grunow! In the place of honor that money can't buy—awarded for merit and merit alone, by a jury of independent scientists—this sensational development carries the label "Grunow Electric Refrigerator...most modern development to date in electric refrigeration industry"! Millions will see it—your customers will come home and demand it!*



**Grunow**  
SUPER-SAFE REFRIGERATOR





## COMPANION MERCHANDISE

### Tentative Code of Fair Competition Approved by Oil Burner Industry

(Concluded from Page 1, Column 1)  
mote monopolies, permit or encourage unfair competition, eliminate or oppress small enterprise, or discriminate against small enterprises.

Primary purpose of the code writers, he declared, was to bring the rates of wages paid by the oil burner industry to such levels as are necessary for creation and maintenance of the highest practical standard of living, and to restore the income of enterprises within the industry to levels which will make possible the payment of such wages, and avoid further depletion and destruction of capital assets.

Although Mr. Hammers refused to divulge the entire contents of the code because he wants it first to be presented to Hugh S. Johnson in Washington, D. C. (who has been appointed by President Roosevelt to administer the new law), several clauses which will affect oil burner dealers were outlined before the dealer division by R. S. Bohn, president of Preferred Utilities, Inc., and chairman of the division.

Some of these provisions may be drastically changed before the code is finally accepted by the government. Equipment affected by the measure are domestic oil burners, commercial oil burners, boiler burner units, and distillate oil burners.

The code provides that each manufacturer shall establish a list price of not less than \$250 for an automatic oil burner complete with controls, etc., which are part of the burner but without installation costs, oil tanks, etc.

This equipment shall not include more than motor-driven fuel- and air-distributing mechanism, control, and starting, safety, and ignition devices.

No manufacturer shall sell an oil burner for less than \$125. This means that the dealer is granted a 100 per cent minimum mark-up on the oil burner itself, but on accessories he is limited to only a 50 per cent minimum mark-up. No maximum is set—a dealer can charge as much as he wants.

Inasmuch as the government may impose a fine of \$500 per day for violation of the code when adopted, Mr. Bohn pointed out the necessity for dealers being able to prove their costs. It is not unlikely, he believes, that standard cost accounting systems and uniform franchise contracts with manufacturers may be established.

Financing charges on oil burners sold for a period greater than nine months shall be not less than that which established finance companies (such as Commercial Investment

Trust Co. and Commercial Credit Co.) would charge.

The proposed code does not include any limit on the length of time payments.

Maximum guarantee period which manufacturers will be permitted to offer is one year—a contract which will cover only defective materials and workmanship.

A dealer will be expected to provide free service for at least one three-month heating period, but may give free service for no longer than 12 consecutive months.

#### Defines Unfair Competition

The code of fair competition embodied in the tentative measure regards the following provisions as unfair competition, according to Mr. Bohn:

1. Furnishing secret rebates, advertising allowances, free display units, except that manufacturers may work out a local advertising campaign with their dealers, furnishing not more than \$10 per burner.

2. Deceptive or misleading advertising, removal of a manufacturer's label, etc.

3. Sale of equipment below agreed and/or quoted prices. Once a dealer has quoted a price he is not allowed to reduce it for the same equipment. This quoted price can be cut only by specifying less equipment. Mr. Mr. Bohn believes \$340 will be the lowest price for an oil-burner installation complete with tanks and installation, and suggested \$395 as a minimum to start with.

4. Causing breach of a competitor's contract, espionage, etc.

5. Commercial bribery in the form of gratuities to salesmen, dealers, or distributors, or to the final purchaser.

6. Selling oil in the same contract or in the same sale as oil-burner equipment. A dealer may sell oil as a sideline, but he must secure a separate signed order for it. This

doesn't keep a dealer out of the oil business, but simply prevents him from mixing sales of equipment and oil sales in the same deal.

7. Granting a trade-in allowance greater than scrap value on a competitive make of burner, or in amount more than \$25. This does not apply to the trade-in of a previously installed burner of the same make handled by the dealer.

8. Sale of second-hand competitive burners. This means that all competitive makes of burners taken in on trade-in will be scrapped. This, Mr. Bohn remarked, is a leaf from the salesbook of the Singer Sewing Machine Co. which never handled second-hand competitive machines, and expresses a much different merchandising theory than that practiced by the automobile industry.

9. Wilful, malicious defamation of competitors.

#### Administration of Code

A provision of the code which may be revised by the government is that guaranteeing labor the right to organize, defining the working week, fixing minimum wages, etc.

Final clause in the code charges the board of directors of the A.O.B.A. with administration of the code, hearing complaints, and grants it power to require statistics and data which it deems necessary for proper administration. The code is intended to go into effect 10 days after its approval by the President.

At the motion of William Shroeder of Shroeder & Curry, St. Louis dealer, the dealer group unanimously voted the A.O.B.A. authority to represent them in presenting the code to the federal government.

Presenting the annual report of the dealer division of the association, Arthur W. Clark, secretary, told about the division's work in organizing local dealer associations, and helping them in legislative and educational activities, formulating local ordinances on installation specifications, and adjusting complaints of dealers.

#### Board of Governors

Next the following oil burner dealers were unanimously elected to the board of governors, dealer division, A.O.B.A.:

R. S. Bohn, Preferred Utilities Co., Inc., New York City; L. L. Jacobs, Electrol of N. J., Inc., Peterson, N. J.; W. F. Schroeder, Schroeder & Curry, Inc., St. Louis, Mo.; John Scott, Wetmore-Scott Co., Boston, Mass.; Albert G. Baerenklau, Baerenklau & Co., Brooklyn, N. Y.; C. J. Bassler, Air Conditioning Corp., Chicago, Ill.; John Bloomberg, Westchester Automatic Heat, Inc., New Rochelle, N. Y.; Hans Liebhich, H. Liebhich & Co., New York City; J. I. Brockman, Brockman Engineering Corp., Far Rockaway, L. I.; H. W. Eller, Updike Lumber & Coal Co., Omaha, Neb.; S. E. Choquette, Good Housekeeping Shops, Providence, R. I.; T. E. Larkin, Larkin Heat & Fuel Corp., Troy, N. Y.; W. W. Stuart, W. W. Stuart & Co., Des Moines, Iowa; R. E. Eldridge, Framingham, Mass.; W. W. Murphy, Nu-Way Oil Burner Co., Springfield, Mass.; A. W. Nelson, Brockton Oil Heat, Inc., Brockton, Mass.; A. J. Hahn, Utica Oil Heating Corp., Utica, N. Y.; D. G. Malone, Petro-Nokol Co., Chicago, Ill.; A. C. Schroeder, A. C. Schroeder, Inc., New York City; Ray Porter, Belden Porter Co., Minneapolis, Minn.; A. K. Perego, Perego Corp., Milwaukee, Wis.; T. A. Walsh, ABC Oil Burner & Eng. Co., Inc., Washington, D. C.; A. J. Becker, Becker-Mardsden Co., St. Louis, Mo.; M. M. Oppenheimer, Oil Heat, Inc., Baltimore, Md.; Leonard Smythe, Smythe Sales Co., Montclair.

#### Discusses Air Conditioning

L. M. O'Neill, vice president of the Air Conditioning Corp., General Electric air-conditioning representative in Chicago, speaking before the merchandising session of the association's convention, Wednesday, said that the factor influencing the entrance of the General Electric Co. into the oil heating business was the belief that "air conditioning, summer and winter, would be the next big demand from the home construction industry, and that automatic oil heating represented the first essential step in giving every home owner personal climate control."

Similar in viewpoint to the thought that the country is on the frontier of the future, was the opinion of E. W. Pattison, vice president of the Silent Glow Oil Burner Corp., who told the merchandising session that the "gadget era is over," and that the oil burner industry must be ready to sell the public "manufactured oil heat to order so that the consumer may have it for cooking, heating, air conditioning, or whatnot."

Mr. Pattison in going on to emphasize the importance of the distillate or range burner for garages, store floors, urban and rural homes, stated that a survey of this market, just completed, revealed that there are "264,000 stove-heated homes in Chicago," which can be converted immediately to oil heating. Nationally, he pointed out, "there are more people living in homes without furnaces than in homes with furnaces."

A. K. Perego, president of the Perego Corp. of Milwaukee, admonished the industry for permitting recalcitrant minorities to cut prices and to

engage in competitive sales policies which, he predicted, will soon engage the attention of better business bureaus "unless there is a house cleaning."

The oil burner industry, he declared, need not fear outside competition as much as it should "vicious competitive practices within. Any dealer," he warned, "who knowingly sends salesmen into his territory armed with vicious propaganda against his competitor is sending out a mercenary of the most devastating system of sales destruction that can possibly exist, and he will either quickly change such methods or pass out of the picture."

#### Merchandising Opportunities

Lionel L. Jacobs, president of Electrol of New Jersey, hailed the new boiler-burner unit or complete oil furnace from the standpoints of design and engineering as one of the promising merchandising opportunities in the industry.

"The results to be obtained," he said, "by an intelligent change in the type or design of a product may be so vastly more effective in increasing volume than the expenditure of enormous sums in elaborate merchandising schemes that it would seem seriously to behoove the manufacturers, when a reasonable expectancy of the sales for the industry as a whole has not been reached, to examine their products with as much force and anxiety as they export their sales departments."

New members elected to the association were the following: Gilbert & Barker Mfg. Co. of Springfield, Mass., and Braden Engineering, Inc., Providence, R. I.

#### Hammers Re-elected

Mr. Hammers was re-elected president to serve a second term and the following vice presidents were elected: Haldeman Finnie of the Timken Silent Automatic Co.; R. M. Sherman of the Silent Glow Corp.; C. E. Campbell of the Nuway Co.; W. J. Smith of the Cleveland Steel Products Co.; R. S. Bohn of Preferred Utilities, Inc.

The following were selected to serve on the executive committee: W. S. Salway of Electrol, Inc.; and Messrs. Hammers, Smith, Finnie, and Sherman. Directors elected included: E. P. Bailey of the National Airoil Burner Co.; John Blake of the Simplex Oil Heating Co.; J. H. McIlvaine of the McIlvaine Burner Corp.; Stanley Hope of Gilbert & Barker Mfg. Co.; and Messrs. Sherman and Chalmers.

Dealer directors elected to the A.O.B.A. board were: R. S. Bohn and Lionel L. Jacobs of Electrol of New Jersey; Albert G. Baerenklau of Baerenklau & Co.; and C. J. Bassler of the Air Conditioning Corp.

Although several exhibitors advertised air conditioning, the lone installation of refrigeration equipment in the extensive equipment exhibit in the lower floor of the Stevens hotel was General Electric's room cooler—operating with a 2-hp. G. E. condensing unit.

Complete list of exhibitors was published in the issue of June 7.

## CROSLEY INTRODUCES NEW LINE OF RADIOS

(Concluded from Page 1, Column 3)

that the number of Crosley refrigerators produced and sold during the month of June will exceed the total number sold during the entire 1932 12-month period.

"More than 120 per cent more Crosley radio sets were built and sold during the five months ending June 1 than during the same period last year, and production during the first 15 days of this month was 80 per cent greater than for the entire month of June last year."

Mr. Crosley expressed his opinion that the active refrigerator selling season will continue well into the fall-and-winter months this year.

A new line of receiving sets and three remote control power speaker models were introduced during the sessions devoted to the Crosley radio division.

With the exception of the portable "Travo" which retails at \$12.95, all models of the new radio line incorporate the Crosley dual-range feature permitting the dialing of shortwave broadcasts as well as those on the standard broadcast channels. All have superheterodyne circuits and dynamic speakers.

Except those priced below \$17.50, all have automatic volume control, and continuous (stepless) tone and static control. Five of the models—the "Travo," "Dual Casa," "Dual Four," "Dual Travette," "Dual Companion"—are designed to operate on any 110-volt circuit.

Featured in the new line are the three remote power speaker models: the "Repose, Jr.," at \$29.95; the "Repose, Sr.," at \$40; and the "Fire Screen" model at \$40.

The Crosley Synchronode power "B" eliminator is a feature of the new Crosley automobile radios, the "Roamio 102" and "Roamio 99," retailing at \$37.50 and \$49.95, respectively. This is a "B" battery eliminator which does away with tubes, bearings, brushes, and other high-speed rotary parts.

## Cash In on the Popular "LIQUID" Line of BEER DRAWING EQUIPMENT

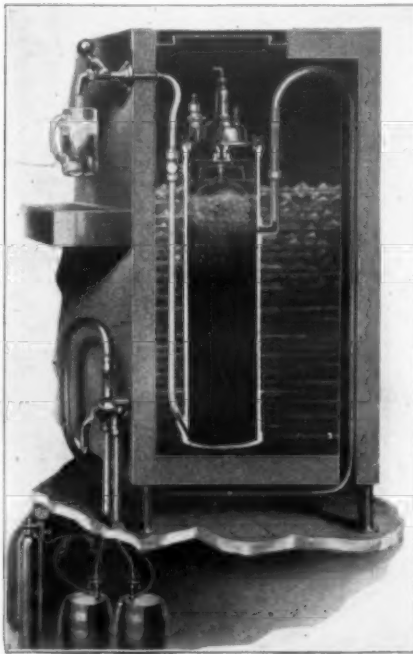
Distributors for the "Liquid" Line will share handsomely in the big business created by the return of beer.

Thousands of outlets for beer will be opened up this summer. Thousands of new dispensing units will be bought. The sales and installation opportunity is remarkable for organizations geared up to reach this field. The full line of Liquid Beer Coolers, of hardwood or seamless stainless steel, electrically refrigerated or direct-iced, covers every type of requirement.

Intimate contact for over forty years with the needs of beverage dispensers and brewers has developed this complete line. Get in touch with the nearest "Liquid" Branch.

### A COMPLETE LINE FOR EVERY BEER SERVICE REQUIREMENT

Dispensing Units in Wood or Stainless Steel  
The LIQUID-ZAHM  
Controlled Pressure BEER DRAWING SYSTEM  
Beer Coolers Electric Refrigeration Equipment  
Pressure Regulators Pumps Air Fittings  
Tees Couplings Beer Faucets Tapping Bungs  
Block Tin Pipe Beer Switches  
RED DIAMOND CARBONIC GAS  
COMPLETE MODERN BARS



LIQUID - ZAHM  
Controlled Pressure  
BEER DRAWING  
SYSTEM

Liquid Combination  
Dispenser  
for Draught Beer  
and also for  
Bottled Beer



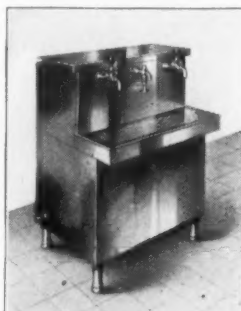
Write for a copy of the new Liquid Catalog of Modern Beer Drawing Equipment—illustrating and describing the full line. Ask for the attractive distributor's proposition. Territories Open for Distributors.

## THE LIQUID CARBONIC CORPORATION

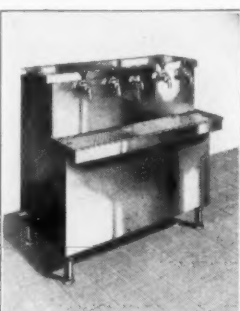
3100 SOUTH KEDZIE AVENUE, CHICAGO, ILLINOIS

Chicago Sales Room: 619-621 So. Wabash Avenue

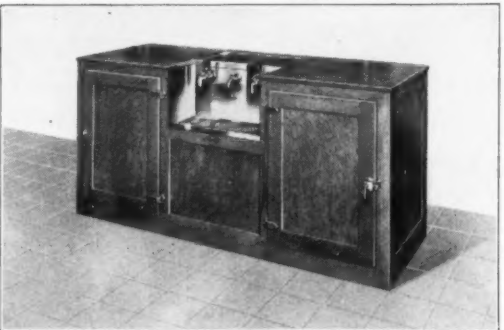
Boston New York Philadelphia Pittsburgh Atlanta Jacksonville New Orleans  
Detroit Buffalo Cleveland Cincinnati Nashville Memphis St. Louis Minneapolis  
Kansas City Dallas Denver Salt Lake City Seattle San Francisco Los Angeles



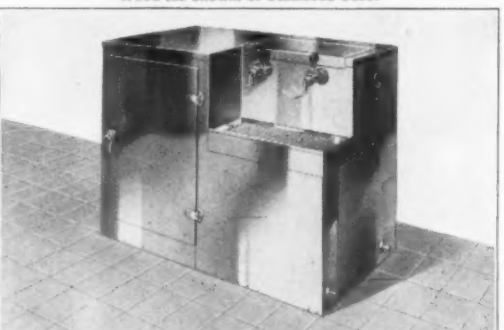
Red Diamond Beer Cooler  
for Two or Three Coils



Red Diamond Beer Cooler and  
Dispenser for Four Coils



Red Diamond Beer Service Bar for Two-Half Barrels.  
Wood (as shown) or Stainless Steel



Red Diamond Beer Service Bar for One-Half Barrel





## Thompson, Boston Distributor, Finishes First in G. E. 'Man Hunt'

CLEVELAND—W. L. Thompson, Boston distributor of General Electric products, walked away from all other contestants to win the G. E. Man Hunt refrigeration sales contest with a record of 180 per cent of quota sold.

Twenty-two distributors were credited with over 100 per cent of quota during the nine-week campaign, while the average for the entire force was close to the 100-per-cent mark.

During the period of the Man Hunt, from April 3 to June 3, according to M. F. Mahony, manager of the General Electric refrigeration and specialty appliance merchandising division, more than 2,000 carloads of General Electric refrigerators and several hundred carloads of G. E. ranges and dishwashers were sold and delivered.

### Deputy Police Commissioners

When the campaign opened, each distributor was awarded the title of deputy police commissioner, each salesman began as a patrolman, dealers were deputy marshals, and utility heads were deputy sheriffs. The leading deputy commissioner in each of the seven sales districts of the country was made commissioner at the end of each week. In a like manner leading dealers and utility executives were promoted to sheriff and marshal.

Salesmen were awarded ranks of sergeant, lieutenant, and captain according to their realization of sales quotas. Fifty per cent of quota brought the title of sergeant, 100 per cent moved the salesman into the rank of lieutenant, and 150 per cent of quota won a captain's badge.

### Start as Detectives

Supervisors and branch managers as well as merchandising managers of utility sales outlets started with the rank of detective, and the leader in each organization at the close of each week was promoted to inspector. Sales managers and power and light division managers were assistant chiefs of police at the outset, and the weekly leader became chief.

The importance of the non-selling employee was not overlooked. Every clerk, stenographer, service man, truck driver, and others not actively engaged in selling were sworn in as officers of the law. They produced many good leads and prospects, and were responsible for several thousand sales.

Thousands of prizes were awarded during the Man Hunt, chief among these being more than 300 expense-free trips to the World's Fair in Chicago, where the specialty appliance department will hold its "Victory Safety Convention" and celebration July 20 and 21.

### 20 Trainloads in New York

The last week of the campaign sales and deliveries totaled more than 20 trainloads. Rex Cole, Inc., New York distributor reported \$474,547 in sales and deliveries for this final week.

Sales figures up in the high thousands during the last week were also recorded by N. K. Ovalle, Inc., of Harrisburg, with a total of \$148,203; by Judson C. Burns, Philadelphia, who sold \$176,057.53 in refrigerators and ranges; by Philip H. Harrison & Co., Newark, selling \$179,724, some \$91,296 of which represented domestic sales; and by Electric Household Appliances, Inc., of Dallas and Fort Worth, Tex., bring in \$72,000 in sales.

### Rank of Distributors

Rank of the distributors at the conclusion of the contest was as follows, in order of quota percentage sold:

W. L. Thompson, W. L. Thompson, Inc., Boston; W. M. Perry, Perry-Browne, Inc., Columbia, S. C.; D. E. Breckenridge, Breckenridge, Inc., Springfield, Mass.; E. B. Edmundson, Edmundson Refrigerating Corp., Houston, Tex.; Clark Adams, Atlantic City, N. J.; L. W. Driscoll, Charlotte, N. C.; C. L. McCrea, National Electrical Supply Co., Washington, D. C.

E. P. Cook, Providence; H. A. Pendergraph, Pendergraph-Brown, Inc., Nashville, Tenn.; M. E. Brown, A. H. Thompson-Sterling Co., Louisville, Ky.; A. F. Head, Hoosier Electric Refrigerator Corp., Indianapolis.

A. Wayne Merriam, Schenectady, N. Y.; W. E. Graham, General Electric Supply Corp., Butte, Mont.; W. D. Alexander, Atlanta, Ga.

D. F. Hines, The Hines Co., Baltimore; R. S. Montgomery, Richmond, Va.; D. H. Willis, Cushman-Willis Co., Cleveland and Akron; S. C. Griswold, Dallas; Judson C. Burns, Philadelphia; Frank Wolf, Buffalo; Phil H. Harrison, Newark; D. A. O'Bannon Bros., Little Rock, Ark.

Turner Barger, Bard-Barger, Inc., Columbus, Ohio; E. H. Schaefer, Milwaukee; T. J. Sullivan, A. G. Riddick, Inc., New Orleans.

M. A. Glueck, Kansas City, Mo.; W. H. Ochiltree, Ochiltree Electric Co., Pittsburgh; S. C. Caswell, Detroit; Albert Ahrens, Ahrens Refrigerator Co., Oklahoma City; A. J. Finek, Storz Electric Refrigeration Co., Omaha, Neb.

L. H. Bennett, San Francisco; N. K.

Ovalle, Harrisburg; R. Cooper Jr., Chicago.

Rex Cole, New York City; E. M. Farmer, Gould-Farmer Co., Inc., Syracuse, N. Y.; J. E. Neely, Modern Home Utilities, Inc., Waterbury, Conn.; B. K. Sweeney, Denver; O. F. Stuefer, Minneapolis; Mark Wright, Wright Bros. Refrigeration Co., San Antonio, Tex.; George Belsey, Los Angeles.

George Patterson, St. Petersburg, Fla.; Gordon Smith, Alabama Refrigeration Co., Birmingham; M. A. Dunning, A. S. Dunning, Inc., Duluth, Minn.; W. N. Hogan, Wheeling, W. Va.; C. W. Hartenfels, General Electric Supply Corp., Portland, Ore.

H. H. Courtright, Valley Electrical Supply Co., Fresno, Calif.; L. D. James, St. Louis; H. G. Bogart, Jr., Toledo.

E. O. Cone, El Paso, Tex.; J. E. Blomquist; George T. Bauder, San Diego, Calif.; W. H. Kaiser, General Electric Supply Corp., Boston; S. E. Stewart, Electric Home Appliance Co., Charleston, W. Va.; M. B. Mendenhall, Crescent Electric Supply Co., Davenport, Iowa; and P. H. Sawyer.

## NORGE STARTS SUMMER PROMOTIONAL CAMPAIGN

DETROIT—As a part of its summer sales campaign, Norge Corp. has issued a number of new advertising and sales promotional pieces for use by its dealers and distributors.

A new mailing piece which ties together the idea of summer vacationing with the theme of "buying now before the price increase" is one of the new releases.

Another is a series of news flashes for dealers' windows. In this series, which is to be issued every 10 days or two weeks, a topic of national interest which occurred some 27 years ago will be put into news form, with supplementary copy stating that "if you could have bought a Norge refrigerator at the time of this occurrence, it would still be giving you perfect and economical refrigeration."

As a sales help, a line of glass-topped enamelware has been added as extra equipment for the Norge dealer organization. New counter pickups, mailing pieces, and deluxe catalogs have also been issued.

Large canvas store banners have been prepared for use on dealership store fronts, or in fair displays and special exhibits.

New billboard posters bearing the theme of "Beat the Price Climb—Buy Now" have been issued, as well as new window displays carrying out the same thought.

A special advertising campaign has been started by the company in key city newspapers, tying in with the general theme of other advertising and sales promotional programs.

## INDUSTRY EXECUTIVES TO SPEAK TO ADVERTISERS

(Concluded from Page 1, Column 5) Leavenworth, general advertising manager of Westinghouse Electric & Mfg. Co.; and Eric Swift, Commonwealth Edison Co., Chicago.

Mr. Quinn and Mr. Kettering are scheduled to address the luncheon meeting and general session of the advertisers on Wednesday, June 28.

"How We Are Developing a Market for Commercial Air Conditioning," will be the subject of Mr. Leavenworth's talk on Tuesday, June 27, before the evening meeting of sales executives.

Mr. Daily will also address this meeting, subject to be announced later. On Wednesday morning, Mr. Daily will speak again at the retail advertisers' conference on "What We Think of in Planning a National Advertising Campaign."

Report of the "Better Copy" committee is to be presented by Mr. Smith Tuesday morning at the Public Utilities Advertising Association meeting.

## 10 Eastern Men Attend Kelvinator School

DETROIT—Ten men, representing Kelvinator sales outlets in the East, left the Kelvinator factory here June 17 after a week's study of Kelvinator air conditioning and its applications under the direction of C. M. Terry of the commercial sales department.

Men who attended the school were Milton O'Day, Kelvinator Sales Corp., New York City; R. R. Gregory, Raymond Rosen Co., Philadelphia; S. J. Siebert, Metropolitan Edison Co., Easton, Pa.; Howard L. Kachel, Metropolitan Edison Co., Reading, Pa.; George A. Harrison, Barber & Ross, Washington, D. C.; Philip M. Johnson and Frank J. Betz, Kelvinator Sales Corp., Boston; Cash Lauferweiler and Andrew Porter, Kelvinator Sales Corp., Buffalo.

## COOPER SALES STAFF VISITS G. E. PLANT

FORT WAYNE, Ind.—A delegation of 28 men from R. Cooper Jr., Inc., Chicago General Electric distributor, visited the G. E. Junior unit plant here on June 5 to ask for larger shipments of refrigerators, and to confer with General Electric officials on summer sales programs.

Members of the Cooper organization who attended the one-day conference were R. Cooper, Jr., president; C. G. Rood, H. W. Gifford, and E. W. Parish, vice presidents; F. Schendorf, manager of the apartment house department; Sam Nides, sales promotion manager; L. A. McKenzie and H. Barry, dealer contact men.

W. Rose, R. Henkel, R. R. Lowell, D. McGilivray, E. E. White, Mr. Duncombe, and W. Snyder, sales directors; F. Ingle, William Burns, and George Meilinger, division managers; Charles Belfield, W. Leahy, S. Maher, H. M. Packer, F. Mackie, C. E. Orison, H. Cagney, L. Caswell, J. A. Theobald, and D. B. Arnold, sales representatives.

The meeting was in charge of George Kobick, manager of the apartment house division of the General Electric Co., Cleveland. Chester Lichtenberg, chief engineer at the Fort Wayne factory, directed the factory tour. At a banquet in the evening, M. Young, assistant apartment house manager from G. E.'s Cleveland headquarters, presided.

## NORGE TO USE SERIES OF SPOT BROADCASTS

DETROIT—Tying in with its summer campaign of newspaper, billboard, and direct mail advertising, Norge Corp. will launch a series of spot broadcasts over 50 stations.

## BY GEORGE F. TAUBENECK ---

(Concluded from Page 2, Column 5) place of this packed Jewish sector. A "Little Italy," where gang murders and spurts of warfare have been staged, is encountered at Halsted and Taylor. All in all, the traversing of Halsted's 22 miles is an absorbing trip, if you like that sort of thing.

Two very notable institutions, however, are located on the West Side—Cook County Hospital, and Hull House. Sometimes labeled the "world's greatest medical center" (so many things in Chicago bear that "world's greatest" title), Cook County Hospital and its associated clinics have free beds for some 4,000 persons. The famous Rush Medical college of the University of Chicago is there, as are the University of Illinois Medical and Dental schools.

In addition to the remarkable charity work done there for the ailing and afflicted poor, many notable research achievements have been credited to this center of well-being—such as the serum for scarlet fever immunization, developed by the Doctors Dick (Mr. & Mrs.) at the McCormick Institute for Infectious Diseases.

Hull House is the pride of all public-spirited Chicagoans. It is the first American social settlement, and is the work of our most noted American woman, Jane Addams.

Founded in September, 1889, "to provide a center for a higher civic and social life, to institute and maintain educational and philanthropic enterprises, and to investigate and improve the conditions in the industrial districts of Chicago" (to quote the charter), Hull House has simply and unostentatiously—and most certainly not condescendingly—helped bewildered foreigners adjust themselves to a fast-moving industrialized American metropolis.

Beginning with the Charles J. Hull

homestead, Hull House has expanded (in the same old-fashioned architectural style) until it covers half a square block with some 13 buildings devoted to the education and directed recreation of the underprivileged. It goes a long way toward erasing the stain of Chicago's gangland atrocities.

Skirting the West Side and the western suburbs are the beautiful and restful Cook Country Forest Preserves. One thing Chicago does is beautify its fringes. Few cities can match these forestation projects, or the eastern lakeshore developments.

Neat and nice suburbs extend the city far beyond its western limits. The farther west, the nicer and neater.

Oak Park is perhaps the biggest suburb in the world. Lots of trees and well-kept streets make it very good indeed to look upon and enjoy. Berwyn, which adjoins it, is also an overgrown stepchild of the metropolis. Cicero, buffet city between these suburbs and Chicago, has been the capital and machine-gun target range of the gangsters.

Fast C. B. & Q. train service carries commuters out to the really lovely suburbs of La Grange, Hinsdale, Downers Grove, and Aurora.

## Knapp Visits Western Norge Distributors

DETROIT—John H. Knapp, vice president in charge of sales of Norge Corp., having just completed a tour of the East, is now en route to the Pacific coast, where he will confer with Norge distributors in Denver, Salt Lake City, Los Angeles, San Francisco, Portland, Seattle, and Spokane.

Plans for a summer sales campaign and the merchandising of new Norge models are being discussed by Mr. Knapp.

## HERE'S THE DOOR TO GREATER PROFITS



This new and exclusive patented feature is the most sweeping victory in the field of electric refrigerator sales

The Shelvador doesn't need explaining. One glance and the story is told. What a show-room and show-window feature! With the Shelvador you're a mile ahead of competition. You have something every housewife wants in her new electric refrigerator or is sorry she hasn't in her present one.

**Increases "Usable" Capacity 50%**  
Shelvador actually makes the "small" refrigerator "larger" by increasing the "usable" space. It saves the annoyance of "feeling around" for small, hard-to-find objects . . . puts them where they are easily reached.

### Only Crosley Offers It

And remember—only the Crosley Electric Refrigerator can use the Shelvador; for it is an exclusive, patented Crosley feature. Insulation is not sacrificed in the Shelvador—the exterior of the door is extended to permit the use of a standard thickness of insulation.

In addition to the Shelvador, the Crosley Electric Refrigerator—famous last year for its trouble-free, service-free operation, has been refined in several points to make it even better. See your nearest Crosley distributor or write direct to factory.

**MODEL D-35** NET contents — 3½ cubic feet. Shelf area—8 square feet. Overall Dimensions: Height, 50½"; Width, 23½"; Depth, 24"; Leg Height, 10½". No. ice trays, 2; No. ice cubes, 42.



**MODEL D-45** NET contents — 4½ cubic feet. Shelf area—10.6 square feet. Overall Dimensions: Height, 56½"; Width, 23½"; Depth, 24"; Leg Height, 10½". No. ice trays, 3; No. ice cubes, 63.



**MODEL D-60** NET contents—6 cubic feet. Shelf area—11.5 square feet. Overall Dimensions: Height, 57½"; Width, 29½"; Depth, 25½"; Leg Height, 10½". No. ice trays, 3; No. ice cubes, 63.



ALL PRICES INCLUDE DELIVERY..INSTALLATION..ONE YEAR FREE SERVICE

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.  
The Crosley Radio Corporation - Cincinnati  
POWEL CROSLY, Jr., President. Home of "the Nation's Station"—WLW

**CROSLY REFRIGERATOR**  
WITH SHELVADOR  
U. S. PATENT 199922



## REFRIGERATION NOT VITAL PROBLEM TO NATIVE HAWAIIANS

Note: Two years ago Johnny Morse, a college classmate of the editor, was assistant editor of The American Boy magazine. He got a chance to go to the Orient, and took it. On his return, he stopped at the Hawaiian Islands, and liked it so well there he stayed for more than a year, living with the natives and becoming a part of his surroundings.

He learned to eat poi, to fish with nets, to live on less than a dollar a month. In a life of that sort, food is No. 1 in importance. Johnny learned all about it—how to get it, what to do with it, and how to get along without refrigeration.

His story as unfolded here is an absorbing tale of the primitive, and may give readers a picture of just what it means to be without refrigeration.—The Editor.

By John Morse

"But how do you get along without ice?" I asked the young white hermit I had discovered on a deserted, palm-fringed coast of Hawaii. I had come from Honolulu, 200 miles away to walk around Hawaii, the largest island of the Territory, and the information that a man could live contentedly in a tropical climate without refrigeration was a little startling.

"When I first came here two years ago it wasn't so good," he replied to my question. "But now I guess I'm

## An American Goes Native



John Morse, author of accompanying article, is seated third from the left with the Kanaana family in Kona, Hawaii.

used to it. I eat a lot of fresh fish." "How do you catch them," I interrupted.

"With a home made throw-net I try to catch enough for each day. Of course I have to eat a lot of salted ones, but then I counteract that by eating them raw now and then. And fish have to be fresh before you can eat them raw."

"Do you practically eat them out of the sea?" I asked.

"Well," replied the hermit, "the Hawaiians do that, lift 'em out and start chewing, but I prefer to cut them up and sprinkle some soy sauce on them."

"Do you eat scales and all," I asked, feeling a little queer.

"I've done it," he replied non-

chalantly. Quickly I turned the conversation back to ice and unrefrigerated food.

"Of course I have plenty of fresh vegetables in my garden and all the fruit I want to pick. But no eggs, butter, or fresh milk. However, I do pretty well. I'm almost Hawaiian by this time. If you stay with me for a while you'll find out how a man can get along in the tropics without refrigeration."

In the 10 barefoot months I subsequently spent there with him I learned how it could be done.

The main thing, of course, is that we used only fresh foods; either fruit and vegetables plucked just before dinner or fish put still flipping over the fire. However, there were days when the sea was too rough for fishing, and there were days when we caught far more fish than we could eat. So we learned how to dry them and then how to keep them alive.

On a hot day we could preserve fish by cleaning them as soon as they were caught, dipping them in sea water, and laying them on a rock in the sun. To clean a fish for drying you must cut him open down his back instead of his belly—if you don't, the thick meat along his spine will spoil.

There is enough salt in the sea water to keep fish, providing the sun stays bright and hot. With less favorable weather we had to leave them about five minutes in a strong salt solution, then hang them up to dry. A small fish, dried well and roasted over charcoal is a surprisingly good substitute for breakfast bacon.

But big fish are hard to dry, and dried fish are by no means a substitute for fresh meat. So with monumental labor we built a heavy box and secured it in a pool inside the reef where at low tide there would be a foot of water in the bottom.

Our Hawaiian friends were aghast at the enormity of the job; and as we struggled over the rocks with the 200-pound contraption, so were we. But it gave us fresh fish.

In this 4x4 "refrigerator" we could keep surplus fish for a week, and every meal time, instead of un-girding our loins for the battle with the waves, we simply took down a dip net from its hook and returned in five minutes with fresh meat.

We did without butter just as the Hawaiians do. But there was a substitute. The avocado, or alligator pear, season lasts about four months, and during that time a tree of deli-

cious "butter pears" supplied our table with rich, creamy slices of the world's most delicious and filling fruit. If I could have only one tree in my garden it would be an avocado tree.

The "butter pear" weighs about a pound, and has the texture of Camembert cheese. Since we had far more than we could eat, we divided the supply with our cats, donkeys, and two dogs. Which was more than the animals did with us if they found the pears first, lying beneath the tree.

Our milk came in cans which were always emptied before the hot sun could spoil the contents. And because a man can learn to like anything if he has to, I now actually enjoy the flavor of canned milk.

I can think of no more refreshing drink on a hot day than the juice of a green coconut. "Coconut milk" is a misnomer. The juice of a green nut is as clear as spring water, only slightly sweet, and always cool.

I learned to walk, not climb, up the tree, and to twist the nut until its stem broke loose to send it crashing down. Then, with a knife I'd slice off the stem end, and drink lustily from the natural goblet.

When we wanted cool water for a limeade there was the spring that flowed out of the rocks into the sea. Our regular supply of water, however, was three barrels under our eaves, replenished nearly every night by the nocturnal rains.

The Hawaiians discovered long ago that near a rocky coast springs form a strata of fresh water several fathoms below the surface of the sea, and extending out some yards from

ing down from the mountain, would keep them cool.

Then, astride our donkey, one of us would take the fish up the two-mile trail to the railroad early next morning; and if the delivery service functioned promptly we could get the fish to the market before they became too strong.

Opihi, our miniature abalone shell fish, which we picked from the rocks were less of a problem. By "dunking" the 50-pound bag occasionally into the sea we could keep them fresh for two or three days.

Lobsters, which we caught by leaving a net all night in the sea, we kept alive by lining a basket with a certain kind of sea-weed; they lived several days out of water in the basket.

They say that everyone returns to Hawaii. If and when I do, and if I ever remove my clothes to resume the character of a commercial fisherman, then I'll want a refrigerator.

If, however, I am content to catch only a day's supply of fish at a time—which is true Hawaiian contentedness—then I'll still want a refrigerator. But I'll know how to get along without one.

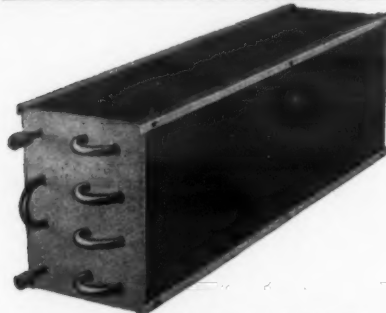
## Klein Named Lindburg Sales Manager

ST. LOUIS—Lee C. Klein, formerly salesman and main-store manager of the Arthur R. Lindburg Co., Westinghouse refrigerator distributor here, has been appointed sales manager of the organization.

## For That Tired Feeling



Hawaiians may lack conveniences like refrigeration, but they are soled by scenic beauty such as this, a spot near Waipio.



Now Over 40,000 Larkin Coils in Daily Use

## A Standard Line Coil for Florist Coolers of odd size

COIL F is designed for odd size Florist Coolers where overhead refrigeration is to be installed.

Comes in two sizes 7x3x8 and 8x4x8. One of our large line of 124 Standard Models and sizes in LARKIN original 100% Vertical Surface Aluminum Plate COILS stocked for quick service at Atlanta, Brooklyn and Chicago. Special size COILS from Atlanta only.

WAREHOUSES  
Brooklyn - Chicago

## STANDARD FACTORY EQUIPMENT WITH

COPELAND : SERVEL : WILLIAMS ICE-O-MATIC : MAYFLOWER : UNIVERSAL : KULAIR : ZEROZONE : M & E : MODERN : STARR : MOHAWK : DICELER : LIBERTY : H. M. Robins Co., Export and Others.

## LARKIN Refrigerating Corporation

Originator and Manufacturers  
ATLANTA, GA., U.S.A.  
U.S. PATENT No. 1,776,235.



## SCHAEFER'S BEER PUMP



Model B  
Dimensions: Length 30 in., Width 12 in., Height 19 in.

A pump designed and built for use exclusively with beer (not to be confused with the conventional air compressor).

Thousands of these pumps are in actual operation all over the country. A ready market awaits the live distributor.

Write for prices and discounts.

Manufactured by

**Harold L. Schaefer, Inc.**

1620 HARMON PLACE  
MINNEAPOLIS, MINNESOTA

shore. They knew how to lower from a canoe a gourd with a string tied to its stopper. When the gourd reached the fresh water strata, the stopper was pulled out, and a supply of nearly fresh water was brought to the surface.

However, to the small commercial fisherman (and we along with most Hawaiians were that) every spoiled fish is a reason—and a rather strong reason—for having a refrigerator.

Our situation was typical of the Hawaiian fisherman. To buy our occasional necessary luxuries such as flour, tobacco, and milk we depended on our nets. The sea was our only source of income—from it we obtained either shellfish which will keep from one to two days out of water, or fish which had to reach the market within six hours after we caught them.

Because electric power has still to reach some districts of Hawaii, we considered buying an oil refrigerator. If we had hand power we could have made a small electric machine pay for itself in three months.

The fact that Hawaiians and Japanese, who compose more than three-fourths of the Territory's population, prefer fish to meat explains why we received 25 to 35 cents per pound for our fish.

We were 18 miles by railroad from the Hilo market. (Our place was beyond point of attack by automobile.) So when we made a good haul of fish we had to keep them overnight.

Our usual stunt was to spread out a net, and hoist it beyond the reach of the cats. On this net we laid out the fish so that the night wind, com-

## Frigidaire Dealer Sells Model to Competitor

JACKSON, Miss. — Pat Murphy, salesman for the Sellers Motor Co., Frigidaire dealer here, believes not only in using the user but in selling the seller.

When he learned recently that the local dealer for another make of electric refrigerator was about to install one of the units in his own home, Salesman Murphy called on the competitive dealer and sold him a 6-cu. ft. all-porcelain Frigidaire.

## R. Cooper Jr. Reports Sales Increase

CHICAGO—May retail refrigerator sales of R. Cooper Jr. Inc., General Electric distributor here, showed a 50 per cent increase over retail business during May of 1932, and sales to dealers were 97 per cent greater than in the same period last year, according to S. Nides, sales promotion manager. Of this May's total sales 82 per cent were Monitor Top models.

## NEVADA DEALER MAKES FAST SALE

WINNEMUCCA, Nev.—A refrigerator demonstrated, sold, and installed in a home an hour and one-half after it arrived at the railroad siding was the record recently made by the Stephenson Drug Co., Westinghouse dealer here.



## A CENTURY OF PROGRESS

### 'TALKING KITCHEN' IS FEATURED BY G. E.

CHICAGO—A "talking electric kitchen" is one feature of the General Electric Kitchen Institute's display in the Electrical building at A Century of Progress here.

It talks about itself to visitors, the talking being done by a mechanical device which also turns on spotlights, one at a time, to center upon the items of equipment being explained.

As the spotlight turns to the G. E. refrigerator, the door of the refrigerator automatically swings open and the mechanical voice says "I am the General Electric refrigerator," and then proceeds to discuss its features.

#### G. E. Range Speaks

At the conclusion of this speech, the spotlight swings to the General Electric range. The oven door opens and the range talk is given, with emphasis on the speed, economy, cleanliness, and time-saving advantages of electric cookery.

The same operation continues with the G. E. dishwasher, with the dishwasher lid rising as the mechanical voice tells of its time and labor-saving features.

There is no attendant in this talking electric kitchen, which is reached by visitors after they leave General Electric's "House of Magic" exhibit on the grounds.

In addition to the talking kitchen, General Electric also has a fully operating electric kitchen in its exhibit, as well as the General Electric Kitchen Institute planning room.

A staff of kitchen designers is in attendance at the institute planning room to assist with the planning of new electric kitchens and to answer questions of fair visitors as to how their individual kitchens may be made over.

#### Installations at Fair

Complete G. E. kitchens have been installed in the Keck Glass House, the Alfred Sloan House, and the Rostone House in the Model Housing Group, and in the exhibits sponsored by the Great Atlantic & Pacific Tea Co. and in that of the Paper Foundation. G. E. dishwashers are found, too, in the Florida House and the Carl Strand House.

In one G. E. exhibit built to represent the basement and first floor of a house, two different types of air-conditioning installations are shown. In one section, the furnace and central air-conditioning unit for year-round use are in operation. In another section, air-conditioning equipment for a single room is shown.

More General Electric equipment is displayed in the model laundry designed in accordance with ideas in home planning originated by members of the staff of *McCall's Magazine*. This laundry is equipped with an electric washer, flatplate ironer, ventilating fan, clock, iron, work tables, sorting bins, and other accessories. Demonstrations are given daily.

### Large Art Display in Chicago Institute

CHICAGO—Those who enter the Art Institute of Chicago during A Century of Progress will find there the most important display of paintings ever assembled in America, according to Fair officials.

Works of both the old and modern master are included in the exhibit, contributions to which are being made by galleries and individuals in Europe and America. Special arrangement of the various displays is under supervision of Robert B. Harshe, director of the Chicago Institute.

General tours are made through the exhibit every week day at 9:30 a. m., and special lectures are given every morning at 11. On Sundays the general tour is held at 1 p. m.

### Mt. Rushmore Shown In State Exhibit

CHICAGO—Said by Fair officials to be one of the most colorful state exhibits at A Century of Progress is that of South Dakota.

The exhibit includes a miniature of the state's Mt. Rushmore, where Gutzum Borglum is carving on the mountainside the likenesses of George Washington, Abraham Lincoln, and Theodore Roosevelt.

Specimens from the state's petrified forest are shown as is a replica of the Homestake Mine, which is said to have yielded more gold than any other mine in the world. A large collection of gold nuggets is also being displayed.

### Conover Exhibits Dishwashing Machines

CHICAGO—Surrounded by life-sized third-dimensional photographs showing the 1833 way of washing dishes as contrasted with the 1933 way is a number of new dishwashers comprising the exhibit of the Conover Co. in the Electrical building at A Century of Progress here.

Two new cabinet models featuring a single-dial "master control" are spotlighted in the display. One is a portable cabinet model, square in shape with a flat chromium worktop. Other is a built-in cabinet dishwasher with a Monel metal sink and stationary linoleum worktop.

Feature of the built-in model is an oven-type door to the dishwasher section. Both of the new cabinet models are of all-steel construction, with exteriors finished in cream white lacquer and chromium trimmings and hardware. Interiors are finished in porcelain enamel.

Also shown in the Conover exhibit are several round portable models and a cast enameled dishwasher sink. One of the dishwashers is equipped with a glass panel to permit a view of the unit's interior during operation.

Conover dishwashers are also being exhibited in the Central Stations Institute kitchen, in the modern kitchen of the historical kitchen exhibit sponsored by the H. J. Heinz Co., and in the Lumber House.

### Dioramas Show Building of Baltimore & Ohio R.R.

CHICAGO—Life-size figures, gesturing and speaking, will be seen in the dioramas of the founding of the Baltimore and Ohio railroad, shown in the Travel and Transport building at A Century of Progress. These figures in beaver hats, ruffled shirts, and tight-waisted spike-tail coats of the early nineteenth century, making speeches and playing animated parts in the scene, bring the diorama arts a long step nearer to the living stage.

The largest diorama in the world, 92 ft. long, will be a central feature of the Central Stations exhibit in the Electrical building. Width of this scene is nearly three times that of the average theater stage. The proscenium opening of the Chicago Civic Opera is 50 ft. wide.

The Central Stations diorama presents a view of mountains, plains, farms, and city with changing colors of day and night, city lights going on, business buildings and houses lighted up, machinery in operation, streams flowing and running several kinds of power plants. A recorded voice accompanies the scene.

Diorama of the Petroleum Industries in the Hall of Science shows an oil field in operation and gives a view of a section of the earth's crust down to an oil pool a mile below the surface. The scene not only shows the operation of drilling for oil but with the voice accompaniment it gives a lesson in geology.

"The World a Million Years Ago" at the fair is an entire building occupied by a diorama of a prehistoric scene. The background is the extinct forest of which the vestiges are our coal beds. Out of the slime of primeval lakes crawl the brontosaurus, dinosaur, and other gigantic reptiles while the mastodon, sabre tooth tiger, and giant gorilla stamp and snort on the land. The beasts are animated by internal motors and breathe, gnash their teeth, and swing their heads and limbs terrifyingly.

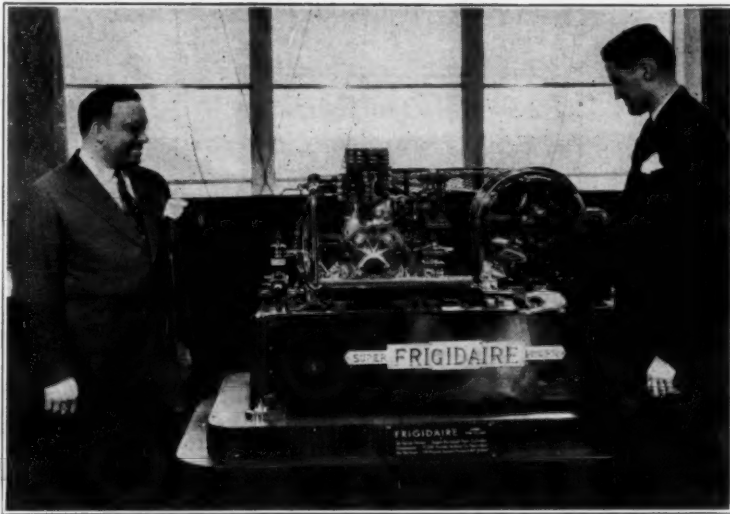
Dioramas are more extensively used and more highly developed at the fair than ever before. Art of the diorama combines that of the sculptor, painter, architect, and stage director with the knowledge of the scientist and the skill of the engineer.

It is a representation in three dimensions, width, height, and depth with motion added. The foreground contains the actual objects, modeled in scale and receding in perspective into the painted background. The changing light effects and moving objects give the effect of reality. The many large dioramas and numerous illustrative smaller ones give the largest display of visual effects ever seen.

### JUNKET FOLKS SHOW FANCY DESSERTS AT FAIR

CHICAGO—A variety of desserts which are easily made with milk are exhibited by the Junket Folks of Little Falls, N. Y., at the company's booth on the World's Fair grounds.

### Stamp of Approval



E. G. Biechler (left), president of Frigidaire Corp., and H. W. Newell, vice president in charge of sales, inspect the gleaming 10-ton Frigidaire air-conditioning compressor on display at A Century of Progress.

### Footweary Fair Guests May Ride in Busses

CHICAGO—"Century" visitors who dislike wandering aimlessly among the Fair's wonders will find at their service specially constructed Greyhound coaches which will make tours of the grounds four times per hour.

The tours of the Fair are conducted by trained guide-lecturers, and only 10 visitors are allowed in a single tourist group, say exhibition officials. Special children's tours will be conducted by 50 trained young women.

### DITCH-DIGGING DEVICE WITH BRAINS SHOWN AT FAIR

CHICAGO—Featured in the exhibit of the Barber-Greene Co., Aurora, Ill., at A Century of Progress this summer is a ditching machine which has "mechanical brains."

The apparatus, says its manufacturer, will cut through the toughest digging, yet will not harm any underground water pipe or wire conduit. It is equipped with self-cleaning buckets which are sufficiently rigid to cut through coral rock when underground, but will turn inside out to empty their load on the conveyor.

### PORCELAIN INDUSTRY WILL MEET JUNE 27

CHICAGO—Two days of particular interest to the porcelain enameling and related industries are to be observed at A Century of Progress here June 27 and 28.

Officials of the fair have designated June 27 as "Porcelain Enamel Day" at the exposition. Members of the industry will visit the Porcelain Enamel Parade—the cooperative exhibit sponsored by the Porcelain Enamel Institute—the two porcelain enameled houses at the fair, and several buildings containing exhibits of enameled equipment.

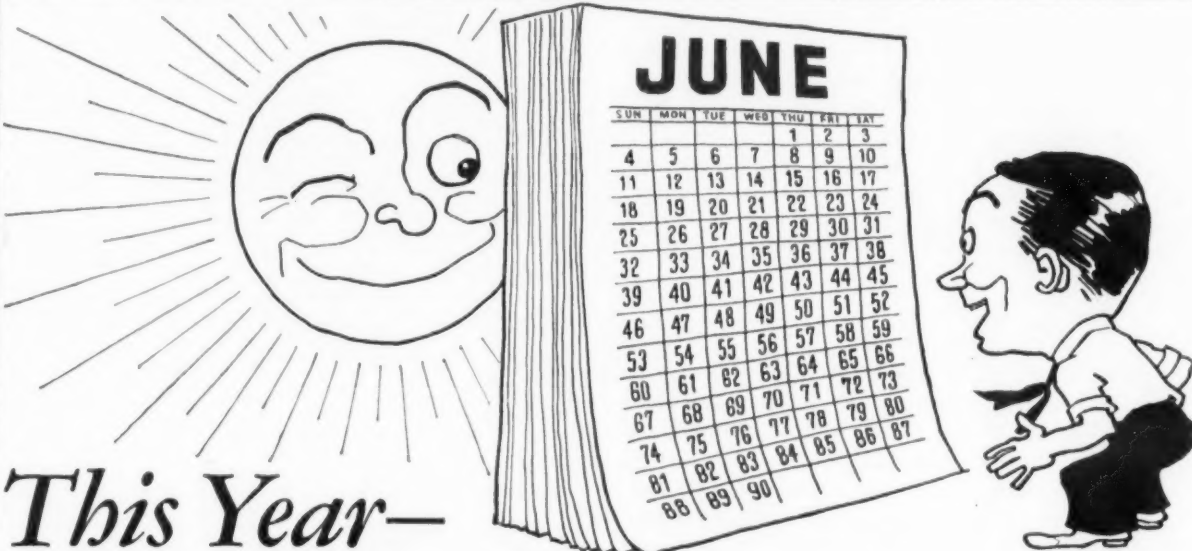
At the institute's third annual meeting in the Medinah Athletic club on June 28, emphasis will be placed upon the two principal activities of the industry's association—market development and industry self-regulation.

Men prominent in both fields will address the group, and according to reports, a course of action will be planned for the industry in line with the National Industry Recovery act.

### Owens-Illinois Shows Model Glass Plant

CHICAGO—Included in the exhibit of the Owens-Illinois Glass Co. of Toledo, in its glass-block building at A Century of Progress here is an animated model of a complete glass plant in operation. This display was planned by T. K. Almoth, advertising manager of the company.

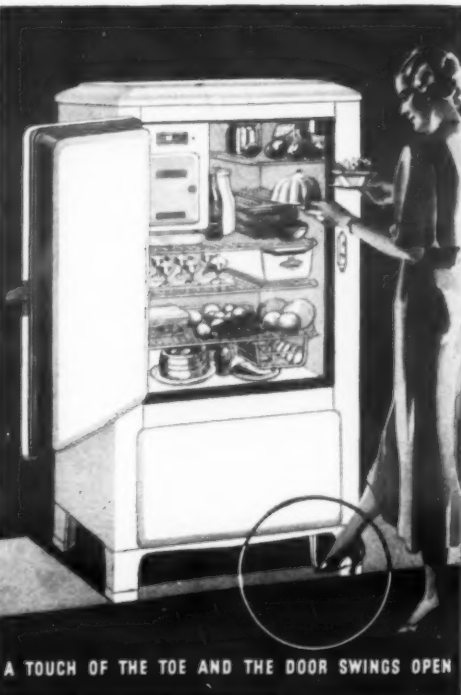
It represents the modern bottle manufacturing process, and is complete in almost every detail from the arrival and handling of the raw materials to the packing of the finished product.



This Year—

# JUNE HAS 90 DAYS

## —for Leonard Dealers



A TOUCH OF THE TOE AND THE DOOR SWINGS OPEN

LEONARD dealers, this year, are beating the "summer slump"! They're continuing the land-office business begun in April—and they're going through June, July, and August with the throttle wide open! Evidence is piling up to justify the forecast that they will enjoy 90 days of June sales volume.

Twice, since June 1st, a new high mark has been set for orders received in a single day. Unfilled orders at the factory, placed during the first 13 days of June to meet July requirements, are 182 percent of those for the same period a year ago. Reports from the field indicate that retail demand will give Leonard dealers the finest summer harvest they've ever reaped.

No other refrigerator, at or near Leonard prices, enables you to offer an equally impressive array of sales features—including the famous, exclusive, step-saving LEN-A-DOR (a touch of the toe and the door swings open). Nowhere else will you find the beauty of Leonard design, the quality of Leonard cabinet construction—backed by a reputation established through 52 years of user satisfaction.

The Leonard line is "plug-in" merchandise—11 beautiful, popular sized models, competitively priced for quick turnover. If you are interested in this profit-making combination of product, program and price, write or wire for details

LEONARD REFRIGERATOR COMPANY  
14256 Plymouth Road, Detroit

# LEONARD

ELECTRIC REFRIGERATOR



## ELECTRIC REFRIGERATION NEWS

The Newspaper of the Industry

Published Every Week by

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## Prices Start Upward

WHAT a great many people in the refrigeration industry have been expecting for several weeks has finally happened. Prices on household electric refrigerators have begun to rise.

First to announce new prices on its line is the Grigsby-Grunow Co., which has upped list quotations on all models of its Majestic refrigerators from five to ten dollars per model.

Next in line will be Kelvinator and Leonard, both of which have gone on record as being determined to raise prices on their household lines June 28. Just how much these boosts will be has not yet been made known, although Kelvinator officials have said that they will not be inconsiderable, and Messrs. Petrie and Taylor of Leonard have also affirmed that the differences between present and future prices on their line will be substantial.

### Mason Fulfills Prediction

Kelvinator, in taking this step, is simply following through on a program decided upon last spring. Late in March President George Mason announced that prices then prevalent could be guaranteed for only 40 days longer, because of anticipated increases in costs of parts and materials. By the time the new Kelvinator prices are in effect, it will have been more than 90 days since Mr. Mason's warning. Which, distributors should feel, is fair enough.

Likewise, Salesmanager R. I. Petrie of Leonard had informed his distributors by the first week in April that the price schedule would probably be revised upward soon. He has made good his prediction.

### Ditzell Foresees Movement

Majestic's leadership in announcing higher prices was to be expected, for John F. Ditzell, assistant vice president and general sales manager of the Grigsby-Grunow Co. has felt all spring that the time for a general upward movement of prices is at hand.

As a result of his investigations among dealers and consumers, Mr. Ditzell has become firmly convinced that the passion for cheap merchandise is spent, and that the public will welcome better products even though more must be paid for them. He is also of the opinion that marking up the price-tags will have a healthy psychological effect on the market.

It is perhaps significant to note that the three companies which have been first to announce increased prices have all been highly successful this year from the standpoint of sales volume. Kelvinator and Leonard unit sales have been setting new all-time records, while Majestic's figures show substantial gains over previous years.

### People Buy on Rising Market

As was pointed out several weeks ago on this page, in an editorial predicting rising prices:

"People buy on a rising market. And higher prices mean larger commissions, greater profits per sale, and more margin for promotion. All of which, in turn, should work for bigger volume and a healthy industry."

## LETTERS

### Evans Gives Reasons For Opposing Control Of Industry by Nema

Merchant & Evans Co.  
2035 Washington Ave., Philadelphia  
June 16, 1933.

Mr. G. M. Johnston, President,  
Universal Cooler Corp.,  
Detroit, Mich.

Dear Mr. Johnston:

Shortly after industrial America took a look around after the war activities were wound up following the Armistice of 1918, it became evident that consumption of all manufactured products must be vastly extended if manufacturing facilities were to be employed at full speed.

This mass production idea so predominated the thoughts of industry that the "chain-store" type of distribution in one form and another swept the country. In the brass and copper industry Anaconda consolidated interests carrying through the whole cycle of activity from mine to consumer, and forced other mining companies to buy fabrication plants and to put into effect virtually the same producing and marketing system.

This company, having been merchandisers of sheet metals since 1866, pointed out the inevitable result of such movements at that time; in fact, I appeared before the National Hardware Association in Atlantic City about 10 years ago and made a presentation of viewpoint, warning the mining companies that their policies would destroy a great number of smaller independent merchandisers, lessen employment, and in the end lessen consumption and precipitate a period of profitless activity in their own products.

I believe that such has been the result in that industry and in many others and it is these results in particular industries that have in the aggregate substantially influenced the great depression and staggering unemployment in the United States in the past four years.

The application of the above development is that, as I see it, the time has come in the interest of all industry and of all the people of this nation to take a turn toward de-concentration in manufacturing and distribution and towards the preservation and rebuilding of smaller local business concerns.

Applied specifically to the electric refrigeration industry, that would mean in principal a restriction on unlimited output and a division of the production necessary to meet the reasonable demand amongst the units engaged in the business. That seems to me the only way in which cut-throat competition can be really restrained and the only way by which great enterprises can be prevented from crippling and finally putting out of business by the pressure of concentrated capital the smaller independent units.

Were this merely a selfish viewpoint, considering the fact that I am engaged in a small business by comparison, I might feel that this was simply a fight for self-preservation; but it goes far beyond such a motive and involves, I am convinced, a public policy which should prevail generally if we are in this country to so readjust our economic life as to do away with serious unemployment and escape the political and economic revolution which must inevitably follow an indefinite continuance of over-production and unemployment.

There are a great many people that share this viewpoint and these people are mostly inarticulate in expressing it; but certainly that idea was a predominating one in the very theory of the Industrial Recovery Act, and Senator Wm. Borah found that he could not support the act itself for fear that in its application a contract result might ensue in a further absorption into big companies of small, independent businesses. I have taken the liberty of entering into this argument at some length with you because I certainly want to put forward that point of view at the meeting of the industry and secure material consideration for it.

I am certainly in great doubt after a study of the N.E.M.A. constitution and program in dealing with this new act, as to whether the refrigeration industry can possibly function to suit its own interests under that tie-up. Certainly, the constitution of the N.E.M.A. does not offer a chance for this large industry to operate independently of the policy control vested in the governing board of that large organization. Policies are laid down by a board of governors and largely directed by the president.

Undoubtedly, the electric refrigeration industry must be bound in policy by the decisions of these governors, who are not primarily interested in electric refrigeration, and in most instances have no connection with it. How can it be maintained that this is for the best interests of this particular industry? It is patently im-

possible to lay down rules in detail for the governance of all the different industries included in the N.E.M.A.

However, should all these objections be over-ruled and the industry should accept a general functioning within the N.E.M.A. organization, then certainly the industry should demand absolute autonomy and freedom from direction in its policy.

In looking about for concrete ideas embodying the contentions which I have set forth above, I have prepared a memorandum containing suggestions for which I should like to ask consideration and discussion. I am sending you a copy of this memorandum herewith and as you have informed me that material is being gathered, might I ask that this memorandum and letter be added to that material and brought to the attention of those who are preparing the agenda for the conference, which I hope is to be promptly called and held?

THOMAS EVANS,  
President.

### Better Polish Your Glasses, Bert

Leonard Refrigerator Co.  
Detroit

June 2, 1933.

Editor:

Have just found time to look over several numbers of ELECTRIC REFRIGERATION NEWS, and am sorry to say that as near as I can make out, Leonard has gone out of business.

The interviews your representatives and yourself have been holding with dealers in various states are very interesting, but I fail to find any interviews with Leonard representatives, although I am almost sure we have representatives in all these territories.

As a matter of fact, George, we have such good representatives that our unit orders for the month of May were just double those for the same month one year ago, and we are rolling up a nice little sales record.

A. M. TAYLOR,  
Merchandising director.

### P.S.—He Takes It All Back

Erie, Pa.

June 15, 1933.

Editor:

I have been a constant reader of your publication from the time it was first published, and have certainly enjoyed reading it and have derived considerable benefit from it.

I have been reading with interest the calls that some of your budding young scribes have been making on refrigeration dealers throughout the country, and have searched in vain for notices wherein they have called upon some live Majestic dealers. This letter is not intended to be sarcastic or critical, but I would like to know whether or not you realize that Majestic is also in the refrigeration business.

My distributor in the Pittsburgh area, Hamburg Brothers, have received well over 20 carloads of refrigerators during the month of May, and I believe have the best dealer set-up of any distributor in that territory. Why the h— don't some of these embryo reporters of yours go down into a real territory and see a real job?

B. L. KULICK,  
Field representative,  
Grigsby-Grunow Co.

P.S. I just happened to notice where those energetic reporters of yours happened to call on a few Majestic dealers.

### Reorganized Iceberg

Iceberg Corp.—Successors to  
Iceberg Mfg. Co.  
Gardner, Mass.

June 13, 1933.

Editor:

Some time ago you wrote asking if Iceberg Mfg. Co. was still doing business. We delayed reply at that time due to plans being made that we wanted perfected before making a statement to you.

We are glad to advise that our company has been reorganized under the name of Iceberg Corp. and we are doing a limited business and have been all through the spring and up to the present time.

We would be glad to have you keep our name on your records as being alive and active in the industry.

JAMES A. PEARSON,  
Manager.

### Loss of Information

Norge Exhibit, Electrical Bldg.  
A Century of Progress International  
Exposition, Chicago

June 13, 1933.

Editor:

My previous check in payment for ELECTRIC REFRIGERATION NEWS having gone astray has caused me not only chagrin but the loss of just the sort of up-to-date information I need to keep posted.

My work in the Norge exhibit at A Century of Progress calls for knowing what is going on in the industry. Do dig up past copies for me and address them to me at the exhibit.

A. N. DELZEITH,  
Manager, Norge exhibit.

## Ideas for Refrigeration Governing Code

By Thomas Evans  
President, Merchant & Evans Co.

FOR the avowed purpose of retaining, encouraging and perpetuating individualism, the independence of smaller manufacturers and profitable production in the electric refrigeration industry, the following suggested provisions for the governing code to be adopted under the Industrial Recovery Act are proposed:

(1) Membership in the association shall be limited to manufacturers of refrigeration systems for application to domestic refrigerators and commercial uses embodying compressors rated up to 10 tons I.M.C., employing refrigerant gases other than ammonia;

(2) Minimum sales prices of manufacturer for every article of the industry sold by manufacturer shall be the sum of actual costs to the manufacturer, including specifically material, labor, factory expense, depreciation per schedules approved by Federal Income Tax Bureau, factory and selling expense; the latter (selling) expense would include executive and administrative expense, sales personnel, rents, traveling expense, returns and allowances, credit losses, sales commissions, advertising and all other office and selling expense, and 25 per cent on the total for profit;

(3) A quota of production for the entire industry in various classifications of product shall be established, based on the 1931 consumption by the public of domestic refrigerators; and for commercial units the quota shall be 1931 consumption by the public of such units, plus one-half of that number. This quota shall be distributed among the members of the association in such percentage as the proven consumption of each classification of their 1932 production shall bear to the entire 1931 consumption. Any member entering the field for the first time in 1933 shall have an allotment of the quota which shall be contributed in like proportion from the quota of each other member, based on the actual public consumption of such new commercial product for the first six months of 1933. This quota shall absolutely govern and limit production of the industry for the years 1934 and 1935. Any carry-over of 1933 production in the hands of the member or of any of its distributive agencies not actually consumed by the public shall be deducted from that member's quota for the year 1934;

(4) No factory worker, excluding only superintendents and clerical forces, watchmen, firemen, and administrative employees, shall work more than 32 hours a week; nor shall any such worker when unskilled be paid less than at the rate of 45 cents per hour; nor when a skilled mechanic or belonging to any other skilled classification be paid less than 55 cents per hour;

(5) A disinterested, recognized firm of certified public accountants, nationally operated, shall have access to the books and records of each member and shall determine and certify to the quota allowance of each member; and shall further certify to observance of the quota and of the agreed on stipulations for maximum hours of factory workers' employment and minimum wage scales, and of sales prices. Any breach in the observance of the rules adopted shall be reported promptly after a quarterly check by such accounts to the association, whereupon counsel of the association shall promptly prosecute such offending member to the full extent of the law, unless the offending member be purged of the offense by a vote of 75 per cent of the members. Each member shall be entitled to a single equal vote. No member organization shall be entitled to more than one vote in the aggregate for itself, its affiliates, subsidiaries, or directly or indirectly controlled organizations. Each member shall pay the expense of the check of its accounts to be made by said firm of certified public accountants.

In submitting the foregoing suggestions I am aware of the necessity for the presence of sections providing for rules of fair competition, including correction of the prevalent abuse of over-extended free service guarantees and over-extended terms of time payment. It is desirable that machinery be provided for prompt and vigorous prosecution of all breaches of operating agreement and fair competition rules.



# INDUSTRIAL RECOVERY ACT AS SIGNED BY PRESIDENT

## Organization of Industry to Revive Business Started by Government

An Act (H. R. 5755) to encourage national industrial recovery, to foster fair competition, and to provide for the construction of certain useful public works, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

### TITLE I INDUSTRIAL RECOVERY

**Section 1.** A national emergency productive of widespread unemployment and disorganization of industry, which burdens interstate and foreign commerce, affects the public welfare, and undermines the standards of living of the American people, is hereby declared to exist. It is hereby declared to be the policy of Congress to remove obstructions to the free flow of interstate and foreign commerce which tend to diminish the amount thereof; and to provide for the general welfare by promoting the organization of industry for the purpose of cooperative action among trade groups, to induce and maintain united action of labor and management under adequate governmental sanction and supervision, to eliminate unfair competitive practices, to promote the fullest possible utilization of the present productive capacity of industries, to avoid undue restriction of production (except as may be temporarily required), to increase the consumption of industrial and agricultural products by increasing purchasing power, to reduce and relieve unemployment, to improve standards of labor, and otherwise to rehabilitate industry and to conserve natural resources.

### ADMINISTRATIVE AGENCIES

**Section 2. (a)** To effectuate the policy of this title, the President is hereby authorized to establish such agencies, to accept and utilize such voluntary and uncompensated services, to appoint, without regard to the provisions of the civil service laws, such officers and employees, and to utilize such Federal officers and employees, and, with the consent of the State, such State and local officers and employees, as he may find necessary, to prescribe their authorities, duties, responsibilities, and tenure, and, without regard to the Classification Act of 1923, as amended, to fix the compensation of any officers and employees so appointed.

**(b)** The President may delegate any of his functions and powers under this title to such officers, agents, and employees as he may designate or appoint, and may establish an industrial planning and research agency to aid in carrying out his functions under this title.

**(c)** This title shall cease to be in effect and any agencies established hereunder shall cease to exist at the expiration of two years after the date of enactment of this act, or sooner if the President shall by proclamation or the Congress shall by joint resolution declare that the emergency recognized by section 1 has ended.

### CODES OF FAIR COMPETITION

**Section 3. (a)** Upon the application to the President by one or more trade or industrial associations or groups, the President may approve a code or codes of fair competition for the trade or industry or subdivision thereof, represented by the applicant or applicants, if the President finds

**(1)** That such association or groups impose no inequitable restrictions on admission to membership therein and are truly representative of such trades or industries or subdivisions thereof, and

**(2)** That such code or codes are not designed to promote monopolies or to eliminate or oppress small enterprises and will not operate to discriminate against them, and will tend to effectuate the policy of this title:

Provided, that such code or codes shall not permit monopolies or monopolistic practices; provided, that where such code or codes affect the services and welfare of persons engaged in other steps of the economic process, nothing in this section shall deprive such persons of the right to be heard prior to approval by the President of such code or codes.

The President may, as a condition of his approval of any such code, impose such conditions (including requirements for the making of reports and the keeping of accounts) for the protection of consumers, competitors, employees, and others, and in furtherance of the public interest, and may provide such exceptions to and exemptions from the provisions of such code, as the President in his discretion deems necessary to effectuate the policy herein declared.

**(b)** After the President shall have

approved any such code, the provisions of such code shall be the standards of fair competition for such trade or industry or subdivision thereof. Any violation of such standards in any transaction in or affecting interstate or foreign commerce shall be deemed an unfair method of competition in commerce within the meaning of the Federal Trade Commission Act as amended but nothing in this title shall be construed to impair the powers of the Federal Trade Commission under such Act, as amended.

**(c)** The several district courts of the United States are hereby invested with jurisdiction to prevent and restrain violations of any code of fair competition approved under this title; and it shall be the duty of the several district attorneys of the United States, in their respective districts, under the direction of the Attorney General, to institute proceedings in equity to prevent and restrain such violations.

**(d)** Upon his own motion, or if complaint is made to the President that abuses inimical to the public interest and contrary to the policy herein declared are prevalent in any trade or industry or subdivision thereof, and if no code of fair competition therefor has theretofore been approved by the President, the President, after such public notice and hearing as he shall specify, may prescribe and approve a code of fair competition for such trade or industry or subdivision thereof, which shall have the same effect as a code of fair competition approved by the President under subsection (a) of this section.

**(e)** On his own motion, or if any labor organization, or any trade or industrial organization, association, or group, which has complied with the provisions of this title, shall make complaint to the President that any article or articles are being imported into the United States in substantial quantities or increasing ratio to domestic production of any competitive article or articles and on such terms or under such conditions as to render ineffective or seriously to endanger the maintenance of any code or agreement under this title, the President may cause an immediate investigation to be made by the United States Tariff Commission, which shall give precedence to investigations under this subsection, and if, after such investigation and such public notice and hearing as he shall specify, the President shall find the existence of such facts, he shall, in order to effectuate the policy of this title, direct that the article or articles concerned shall be permitted entry into the United States only upon such terms and conditions and subject to the payment of such fees and to such limitations in the total quantity which may be imported (in the course of any specified period or periods) as he shall find it necessary to prescribe in order that the entry thereof shall not render or tend to render ineffective any code or agreement made under this title.

In order to enforce any limitations imposed on the total quantity of imports, in any specified period or periods, of any article or articles under this subsection, the President may forbid the importation of such articles unless the importer shall have first obtained from the Secretary of the Treasury a license pursuant to such regulations as the President may prescribe. Upon information of any action by the President under this subsection the Secretary of the Treasury shall, through the proper officers, permit entry of the article or articles specified only upon such terms and conditions and subject to such fees, to such limitations in the quantity which may be imported, and to such requirements of license, as the President shall have directed.

The decision of the President as to facts shall be conclusive. Any condition or limitation of entry under this subsection shall continue in effect until the President shall find and inform the Secretary of the Treasury that the conditions which led to the imposition of such conditions or limitation upon entry no longer exists.

**(f)** When a code of fair competition has been approved or prescribed by the President under this title, any violation of any provision thereof in any transaction in or affecting interstate or foreign commerce shall be a misdemeanor and upon conviction thereof an offender shall be fined not more than \$500 for each offense, and each day such violation continues shall be deemed a separate offense.

### TRADE AGREEMENTS AND LICENSES

**Section 4. (a)** The President is authorized to enter into agreements with, and to approve voluntary agreements between and among, persons engaged in a trade or industry, labor organizations, and trade or industrial organizations, associations, or groups, relating

to any trade or industry, if in his judgment such agreements will aid in effectuating the policy of this title with respect to transactions in or affecting interstate or foreign commerce, and will be consistent with the requirements of clause (2) of subsection (a) of section 3 for a code of fair competition.

**(b)** Whenever the President shall find that destructive wage or price cutting or other activities contrary to the policy of this title are being practiced in any trade or industry or any subdivision thereof, and, after such public notice and hearing as he shall specify, shall find it essential to license business enterprises in order to make effective a code of fair competition or an agreement under this title or otherwise to effectuate the policy of this title, and shall publicly so announce, no person shall, after a date fixed in such announcement, engage in or carry on any business, in or affecting interstate or foreign commerce, specified in such announcement, unless he shall have first obtained a license issued pursuant to such regulations as the President shall prescribe.

The President may suspend or revoke any such license, after due notice and opportunity for hearing, for violations of the terms or conditions thereof. Any order of the President suspending or revoking any such license shall be final if in accordance with law. Any person who, without such a license or in violation of any condition thereof, carries on any such business for which a license is so required, shall, upon conviction thereof, be fined not more than \$500, or imprisoned not more than six months, or both, and each day such violation continues shall be deemed a separate offense.

Notwithstanding the provisions of section 2 (c), this subsection shall

cease to be in effect at the expiration of one year after the date of enactment of this Act or sooner if the President shall by proclamation or the Congress shall by joint resolution declare that the emergency recognized by section 1 has ended.

**Section 5.** While this title is in effect (or in the case of a license, while section 4 (a) is in effect) and for 60 days thereafter, any code, agreement, or license approved, prescribed, or issued and in effect under this title, and any action complying with the provisions thereof taken during such period, shall be exempt from the provisions of the anti-trust laws of the United States.

**(a)** Nothing in this act, and no regulation thereunder, shall prevent an individual from pursuing the vocation of manual labor and selling or trading the products thereof; nor shall anything in this act, or regulation thereunder, prevent anyone from marketing or trading the produce of his farm.

**Section 6. (a)** No trade or industrial association or group shall be eligible to receive the benefit of the provisions of this title until it files with the President a statement containing such information relating to the activities of the association or group as the President shall by regulation prescribe.

**(b)** The President is authorized to prescribe rules and regulations designed to insure that any organization availing itself of the benefits of this title shall be truly representative of the trade or industry or subdivision thereof represented by such organization. Any organization violating any such rule or regulation shall cease to be entitled to the benefits of this title.

**(c)** Upon the request of the President, the Federal Trade Commission shall make such investigations as may be necessary to enable the President

to carry out the provisions of this title, and for such purposes the Commission shall have all the powers vested in it with respect of investigations under the Federal Trade Commission Act, as amended.

### LIMITATIONS ON APPLICATION OF TITLE

**Section 7 (a)** Every code of fair competition, agreement, and license approved, prescribed, or issued under this title shall contain the following conditions:

**(1)** That employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection;

**(2)** That no employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing, or assisting a labor organization of his own choosing; and

**(3)** That employers shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President.

**(b)** The President shall, so far as practicable, afford every opportunity to employers and employees in any trade or industry or subdivision thereof with respect to which the conditions referred to in clauses (1) and (2) of subsection (a) prevail, to establish by mutual agreement, the standards as to the maximum hours of labor, minimum rates of pay, and such

(Continued on Page 10, Column 3)

A FACT THAT 10 YEARS IN THE REFRIGERATION INDUSTRY HAS TAUGHT US

Is THE LAST 10% Worth While?

Many times a concern would be far better off without the last 10% of its volume. Too often that last 10%—gained by strenuous sales effort—is penalty business and jeopardizes the rest of the profitable business. Why injure 90% for the sake of 10%? Our own business-building program takes these factors into careful consideration.

UNIVERSAL COOLER CORPORATION  
DETROIT, MICHIGAN BRANTFORD, ONTARIO

MANUFACTURERS OF A COMPLETE LINE OF HOUSEHOLD AND COMMERCIAL REFRIGERATION EQUIPMENT



W  
A  
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O**BEER PUMP**

Oil and Beer do not mix. The Waco Beer Pump has no crank case filled with oil like the air compressor—it is an air pump—designed expressly for dispensing clean wholesome air for serving beer—it fits in anywhere—write for details and territory offerings.

WATER APPLIANCE CO.  
MILWAUKEE

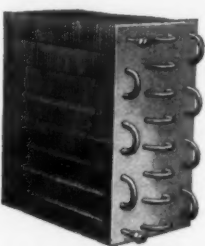
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**WHITE REFRIGERATOR OILS**  
**NON-SLUDGING**      **NON-GUMMING**  
**EFFICIENT AT HIGH AND LOW TEMPERATURES**  
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**BUSH INDIVIDUAL FIN COILS**  
**CAN BE SHIPPED PROMPTLY**  
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**THIS FLEXIBILITY MAKES FOR**  
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**THE BUSH MFG. CO., HARTFORD, CONN.**

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## NEW BEER COOLER OFFERS BIG SALES OPPORTUNITY

**THE SUPER-FAST**FULLY  
AUTOMATIC

The Super-Fast Model M-102, shown above, is as handsome as it is efficient. Cools 192 twelve-ounce bottles in sweet water bath. Attractively chromium-plated brass hardware (rust-proof). Can be purchased for less per day than ice. Costs only few cents a day to operate. One of nine outstanding Super-Fast models. Latest type mechanical unit, fully enclosed.

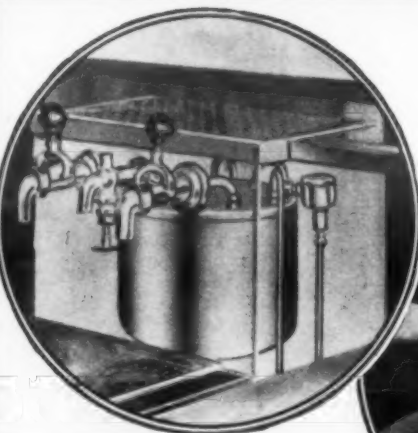
**EXCLUSIVE FEATURES, LOW  
PRICES ATTRACT BUYERS**

Here it is—the beer cooler you've waited for. Consider its new features—its handsome appearance—its reinforced all-steel construction—its amazing capacity for cooling 84-degree beverages to 38 degrees in exactly 30 minutes. No wonder the Super-Fast offers an outstanding sales opportunity.

The Super-Fast is designed and built by experts. It is the lowest-priced quality cooler on the market. There are three models—six mechanical and three ice refrigerated. Capacities range from 60 to 192 twelve-ounce bottles. Constant temperature is maintained day in and day out—never a trace of "skunky" beer.

*Excellent sales opportunity for distributors and representatives throughout the country. Desirable territories now open. Act today.*

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**ELECTRIC BEVERAGE COOLER CO.**  
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**COOLS 1-2 or 3  
KINDS OF BEER  
... SIMULTANEOUSLY  
... INSTANTLY**

*a single* **TEMPRITE**  
**will cool 54 BARRELS**  
**of BEER in**  
**ONE DAY..**



**Quickly  
and Easily  
installed in any type  
of Bar Fixture...**

*Write for Catalog*

**LIQUID COOLER CORPORATION, DETROIT**

## Text of Industrial Recovery Act

(Continued from Page 9, Column 5) other conditions of employment as may be necessary in such trade or industry or subdivision thereof to effectuate the policy of this title; and the standards established in such agreements, when approved by the President, shall have the same effect as a code of fair competition, approved by the President under subsection (a) of section 3.

(c) Where no such mutual agreement has been approved by the President he may investigate the labor practices, policies, wages, hours of labor, and conditions of employment in such trade or industry or subdivision thereof; and upon the basis of such investigations, and after such hearings as the President finds advisable, he is authorized to prescribe a limited code of fair competition fixing such maximum hours of labor, minimum rates of pay, and other conditions of employment in the trade or industry or subdivision thereof investigated as he finds to be necessary to effectuate the policy of this title, which shall have the same effect as a code of fair competition approved by the President under subsection (a) of section 3.

The President may differentiate according to experience and skill of the employees affected and according to the locality of employment; but no attempt shall be made to introduce any classification according to the nature of the work involved which might tend to set a maximum as well as a minimum wage.

(d) As used in this title, the term "person" includes any individual, partnership, association, trust, or corporation; and the terms "interstate and foreign commerce" and "interstate or foreign commerce" include, except where otherwise indicated, trade or commerce among the several States and with foreign nations, or between the District of Columbia or any Territory of the United States and any State, Territory, or foreign nation, or between any insular possessions or other places under the jurisdiction of the United States, or between any such possession or place and any State or Territory of the United States or the District of Columbia or any foreign nation, or within the District of Columbia or any territory or any insular possession or other place under the jurisdiction of the United States.

### APPLYING INDUSTRIAL ADJUSTMENT ACT

Section 8. (a) This title shall not be construed to repeal or modify any of the provisions of Title I of the act entitled "An act to relieve the existing national economic emergency by increasing agricultural purchasing power, to raise revenue for extraordinary expenses incurred by reason of such emergency, to provide emergency relief with respect to agricultural indebtedness, to provide for the orderly liquidation of joint-stock land banks, and for other purposes," approved May 12, 1933; and such Title I of said act approved May 12, 1933, may for all purposes be hereafter referred to as the "Agricultural Adjustment Act."

(b) The President may, in his discretion, in order to avoid conflicts in the administration of the Agricultural Adjustment Act and this title, delegate any of his functions and powers under this title with respect to trades, industries, or subdivisions thereof which are engaged in the handling of any agricultural commodity or product thereof, or of any competing commodity or product thereof, to the Secretary of Agriculture.

Section 9.—Deals with oil industry regulation.

Section 10 (a) The President is authorized to prescribe such rules and

regulations as may be necessary to carry out the purposes of this title, and fees for licenses and for filing codes of fair competition and agreements, and any violation of any such rule or regulation shall be punishable by fine of not to exceed \$500, or imprisonment for not to exceed six months, or both.

(b) The President may from time to time cancel or modify any order, approval, license, rule, or regulation issued under this title; and each agreement, code of fair competition, or license approved, prescribed, or issued under this title shall contain and express provision to that effect.

Section 201 through Section 209—Deals with public works and construction projects.

Section 210—Deals with issue of securities. Re-employment and Relief Taxes.

### TAX PROVISIONS

Section 211—Deals with gasoline tax.

Section 212. Titles IV and V of the Revenue Act of 1932 are amended by striking out "1934" wherever appearing therein and by inserting in lieu thereof "1935." Section 761 of the Revenue Act of 1932 is further amended by striking out "and on July 1, 1933" and inserting in lieu thereof "and on July 1, 1933, and on July 1, 1934."

Section 213 (a) There is hereby imposed upon the receipt of dividends (required to be included in the gross income of the recipient under the provisions of the Revenue Act of 1932) by any person other than a domestic corporation, an excise tax equal to 5 per centum of the amount thereof, such tax to be deducted and withheld from such dividends by the payor corporation. The tax imposed by this section shall not apply to dividends declared before the date of the enactment of this act.

(b) Every corporation required to deduct and withhold any tax under this section shall, on or before the last day of the month following the payment of the dividend, make return thereof and pay the tax to the collector of the district in which its principal place of business is located, or, if it has no principal place of business in the United States, to the collector at Baltimore, Md.

(c) Every such corporation is hereby made liable for such tax and is hereby indemnified against the claims and demands of any person for the amount of any payment made in accordance with the provisions of this section.

(d) The provisions of sections 115, 771 to 774, inclusive, and 1111 of the Revenue Act of 1932 shall be applicable with respect to the tax imposed by this section.

(e) The taxes imposed by this section shall not apply to the dividends of any corporation enumerated in section 103 of the Revenue Act of 1932.

Section 214. Section 104 of the Revenue Act of 1932 is amended by striking out the words "the surtax" wherever occurring in such section and inserting in lieu thereof "any internal-revenue tax." The heading of such section is amended by striking out "surtaxes" and inserting in lieu thereof "internal-revenue taxes." Section 13 (c) of such Act is amended by striking out "surtax" and inserting in lieu thereof "internal-revenue tax."

Section 215. (a) For each year ending June 30 there is hereby imposed upon every domestic corporation with respect to carrying on or doing business for any part of such year an excise tax of \$1 for each \$1,000 of the adjusted declared value of its capital stock.

(b) For each year ending June 30 there is hereby imposed upon every foreign corporation with respect to carrying on or doing business in the United States for any part of such year an excise tax equivalent to \$1 for each \$1,000 of the adjusted declared value of capital employed in the transaction of its business in the United States.

(c) The taxes imposed by this section shall not apply—

(1) to any corporation enumerated in section 103 of the Revenue Act of 1932;

(2) to any insurance company subject to the tax imposed by section 201 or 204 of such Act;

(3) to any domestic corporation in respect of the year ending June 30, 1933, if it did not carry on or do business during a part of the period from the date of the enactment of this act to June 30, 1933, both dates inclusive; or

(4) to any foreign corporation in respect of the year ending June 30, 1933, if it did not carry on or do business in the United States during a part of the period from the date of the enactment of this act to June 30, 1933, both dates inclusive.

(d) Every corporation liable for tax under this section shall make a return under oath within one month after the close of the year with respect to which such tax is imposed to the collector for the district in which is located its principal place of business or, if it has no principal place of business in the United States, then to the collector at Baltimore, Md. Such return shall contain such information and be made in such manner as the Commissioner with the approval of the Secretary may by regulations prescribe.

The tax shall, without assessment

by the Commissioner or notice from the collector, be due and payable to the collector before the expiration of the period for filing the return. If the tax is not paid when due, there shall be added as part of the tax interest at the rate of 1 per centum a month from the time when the tax became due until paid. All provisions of law (including penalties) applicable in respect of the taxes imposed by section 600 of the Revenue Act of 1926 shall, insofar as not inconsistent with this section, be applicable in respect of the taxes imposed by this section.

The Commissioner may extend the time for making the returns and paying the taxes imposed by this section, under such rules and regulations as he may prescribe with the approval of the Secretary, but no such extension shall be for more than 60 days.

(e) Returns required to be filed for the purpose of the tax imposed by this section shall be open to inspection in the same manner, to the same extent, and subject to the same provisions of law, including penalties, as returns made under Title II of the Revenue Act of 1926.

(f) For the first year ending June 30 in respect of which a tax is imposed by this section upon any corporation, the adjusted declared value shall be the value, as declared by the corporation in its first return under this section (which declaration of value cannot be amended), as of the close of its last income-tax taxable year ending at or prior to the close of the year for which the tax is imposed by this section (or as of the date of organization in the case of a corporation having no income-tax taxable year ending at or prior to the close of the year for which the tax is imposed by this section). For any subsequent year ending June 30, the adjusted declared value in the case of a domestic corporation shall be the original declared value plus (1) the cash and fair market value of property paid in for stock or shares, (2) paid-in surplus and contributions to capital, and (3) earnings and profits, and minus (A) the value of property distributed in liquidation to shareholders, (B) distributions of earnings and profits, and (C) deficits, whether operating or nonoperating; each adjustment being made for the period from the date as of which the original declared value was declared to the close of its last income-tax taxable year ending at or prior to the close of the year for which the tax is imposed by this section. For any subsequent year ending June 30, the adjusted declared value in the case of a foreign corporation shall be the original declared value adjusted, in accordance with regulations prescribed by the Commissioner with the approval of the Secretary, to reflect increases or decreases (of the period specified in the preceding sentence) in the capital employed in the transaction of its business in the United States.

(g) The terms used in this section shall have the same meaning as when used in the Revenue Act of 1932.

Section 216 (a) There is hereby imposed upon the net income of every corporation, for each income-tax taxable year ending after the close of the first year in respect of which it is taxable under section 215, an excess-profits tax equivalent to 5 per centum of such portion of its net income for such income-tax taxable year as is in excess of 12½ per centum of the adjusted declared value of its capital stock (or in the case of foreign corporation the adjusted declared value of capital employed in the transaction of its business in the United States) as of the close of the preceding income-tax taxable year (or as of the date of organization if it had no preceding income-tax taxable year) determined as provided in section 215. The terms used in this section shall have the same meaning as when used in the Revenue Act of 1932.

(b) The tax imposed by this section shall be assessed, collected, and paid in the same manner, and shall be subject to the same provisions of law (including penalties), as the taxes imposed by Title I of the Revenue Act of 1932.

Section 217. (a) The President shall proclaim the date of—

(1) the close of the first fiscal year ending June 30 of any year after the year 1933, during which the total receipts of the United States (excluding public-debt receipts) exceed its total expenditures (excluding public-debt expenditures other than those chargeable against such receipts), or

(2) the repeal of the Eighteenth Amendment to the Constitution which ever is the earlier.

(b) Effective as of the 1st day of the calendar year following the date so proclaimed section 217 (a) of the Revenue Act of 1932, as amended, is amended by striking out "1½ cents" and inserting in lieu thereof "1 cent."

(c) The tax on dividends imposed by section 213 shall not apply to any dividends declared on or after the 1st day of the calendar year following the date so proclaimed.

(d) The capital-stock tax imposed by section 215 shall not apply to any taxpayer in respect of any year beginning on or after the 1st day of July following the date so proclaimed.

(e) The excess-profits tax imposed by section 216 shall not apply to any taxpayer in respect of any taxable

(Concluded on Page 11, Column 1)



# MODEL CODE OF FAIR COMPETITION DRAFTED BY MANUFACTURERS

## Text of Industrial Control Law

(Concluded from Page 10, Column 5)  
year after its taxable year during which the date so proclaimed occurs.

Section 218—Deals with amendments to Income Tax law.

Section 219—Deals with Amusement tax.

Section 220—Deals with Appropriation.

Section 221—Amends Agricultural Adjustment Act.

Sections 301 and 302—Deals with Amendments to Emergency Relief Act.

Section 304. If any provision of this act, or the application thereof to any person or circumstances, is held invalid, the remainder of the act, and the application of such provision to other persons or circumstances, shall not be affected thereby.

Section 305. This act may be cited as the "National Industrial Recovery Act."

## 12 SALES RESULT FROM LECTURES ON FOOD

SPENCER, N. C.—Twelve sales of Westinghouse refrigerators resulted from a series of lectures on food preservation given recently by G. C. Hosch, refrigeration supervisor from Westinghouse Electric Supply Co., Charlotte, at the store of the Spencer Hardware Co., Westinghouse dealer here.

The meetings were held at intervals over a two-day period, and were attended by 392 women, representing seven church organizations, according to C. C. Young, dealer.

## ADMINISTRATOR TO STUDY MODEL CODE

WASHINGTON, D. C.—A model "code of fair competition" for use under the regulatory provisions of the Industrial Recovery Act has been submitted by the National Association of Manufacturers to the office of the Administrator of the act, and has been taken under advisement by him.

The code as presented to the Administrator's office follows in full text:

Article I. Purpose: This code is set up for the purpose of increasing employment, establishing fair and adequate wages, effecting necessary reduction of hours, improving standards of labor, and eliminating unfair trade practices (etc.), to the end of rehabilitating the industry and enabling it to do its part toward establishing that balance of industries which is necessary to the restoration and maintenance of the highest practical degree of public welfare.

It is the declared purpose of the industry and adherents to this code to bring, in so far as may be practicable, the rates of wages paid within the industry to such levels as are necessary for the creation and maintenance of the highest practicable standard of living; to restore the income of enterprises within the industry to levels which will make possible the payment of such wages and avoid the further depletion and destruction of capital assets; and from time to time to revise the rates of wages in such manner as will currently reflect the equitable adjustment to variations in the cost of living.

Article II. Participation: Participation in this code, and any subsequent revision of or addition to the code, shall be extended to any person, partnership, or corporation in the

## Plan Industry Conference



Photo by Howard Blood  
Louis Ruthenburg (left), consultant to the refrigeration division of the National Electrical Manufacturers Association, and T. K. Quinn, vice president of General Electric Co., discuss plans for an all-industry conference on the Industrial Recovery law. Mr. Ruthenburg is preparing the agenda for the conference which will be held in Detroit.

industry who accepts his share of the cost and responsibility, as well as the benefit, of such participation by becoming a member of the association or any affiliated organization. No initiation or entrance fees shall be charged, but there shall be dues levied on the following basis: (Insert here what this basis should be). Subscription fees, or other assessments, if any, shall be levied on the same basis, provided not less than — per cent of the membership approve the amount of

such assessments.

Article III. Divisions of the Industry:

A. Powers: For the purpose of the administration of this code the industry or trade shall be divided into divisions as set forth below. Each division shall designate or establish its own administrative agency or agencies. Each such division shall be independent and self-governing in respect of all conditions and problems relating exclusively to the said division. Proposals in respect of matters affecting

more than one division may be initiated by any division, and shall be submitted for consideration to the emergency national committee of the industry, hereinafter described, and its determination shall be binding upon said division and all other divisions affected thereby.

B. Names of Divisions: Divisions are hereby established as follows: (Insert here the name of each division of your industry).

(Note—The following divisions were established by the lumber industry. Their names are printed here through the courtesy of Dr. Wilson Compton of the National Lumber Manufacturers Association: Cypress division, hardwood division, northern hemlock division, northern pine division, north-eastern pine softwood division, redwood division, southern pine division, west coast lumber division, western pine division.)

Other division of lumber, and of manufacturers or producers of lumber and timber products, may be established upon application of any such group, subject to the approval of the emergency national committee hereinafter described; such division to have representation on the emergency national committee of the lumber industry.)

C. Executive Committee: Each of the above divisions and any others which may subsequently be formed within the industry, shall set up an executive committee for the purpose of administering the provisions of the code, to secure adherence thereto, to hear and adjust complaints, to consider proposals for amendments thereof and exceptions thereto (and such other provisions as you may wish to include), and otherwise to carry out within the division the purposes of the National Industrial Recovery Act as set forth in this code.

If a division, as named above, does (Continued on Page 12, Column 1)

# SEALED LUBRICATION

an exclusive advantage of

# DELCO MOTORS



Whether you have a long or a short time guarantee on your product, it will pay you to use Delco Motors with sealed lubrication. These motors are oiled for years of service at our factory, and you can, actually, forget about their lubrication—you need not even worry about the service man forgetting to oil at time of installation. The oil cannot come out

during shipment, during installation, or during operation; it is in the bearing to stay—retained by a patented non-spillable end-head which returns all excess

oil to the reservoir. Also, over-oiling and leakage on the bearing is prevented by the patented arrangement of the wick and overflow control. You can always rely on regular Delco Motors to give entire satisfaction for more than 3,000,000 are now in household service; but why not give your owners the exclusive advantage of Sealed Lubrication?

## DELCO PRODUCTS CORPORATION

DAYTON, OHIO



## Model Code for Industries

(Continued from Page 11, Column 5)

not concur in the submittal of this code; or if, at any time thereafter, a division fails to perform its obligations as provided hereunder, the emergency national committee of the industry, hereinafter described, is empowered to adopt a code for the division and may provide for the administration of that code as if said emergency national committee were the executive of the division concerned.

**Article IV. Division Regulations:**  
**A. Labor Code:** Each of the above divisions, and any other which may subsequently be formed, shall promptly undertake the formulation of a labor code.

The labor code established by the said division shall, upon approval of the emergency national committee of the industry, be binding upon all producers of products in such division. The labor code of each division shall contain the following provisions:

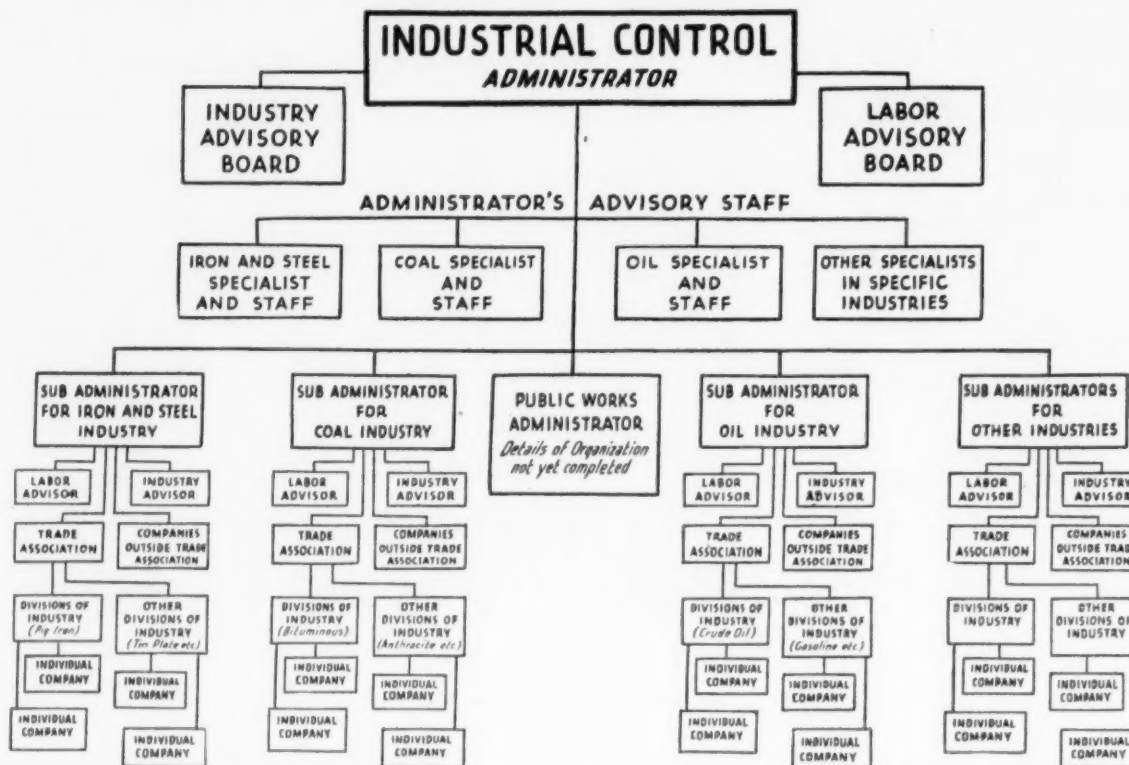
(a) Employees in the industry shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in other concerted activities for the purpose of collective bargaining of other mutual aid or protection.

(b) No employee in the industry, and no one seeking employment therein, shall be required as a condition of employment to join any company union or to refrain from joining a labor organization of his own choosing.

(c) Employers of labor in the industry agree to comply with the maximum hours of labor, minimum rates of pay, and other working conditions approved or prescribed by the President.

And, in addition  
 (d) A classification of kinds of labor in the industry.  
 (e) Maximum hours for each class

## Set-up for Operation of Industry Recovery Law



The chart above, based on information from official sources, shows the government's tentative plan for administering the Industrial Recovery Act, including regulation of industry and the public works program. The system is based on a central Administrator with an advisory staff, and a sub-administrator for each industry or large branch of an industry, who will supervise and assist in drawing up codes of fair competition, to have the force of law. Details are subject to change, but the outline as shown for the iron and steel, coal, and oil industries is to be the basis for the organization for other industries also. In each case, labor has equal representation with industry. (Reprinted from United States News.)

of labor, and exceptions.

(f) Minimum wage for each class of labor, and exceptions. (Which may take into consideration geographical location of plants and varying skill of employees, etc.)

(g) Other provisions in regard to working conditions, etc.

**B. Production Codes:** Each of the

above division, and any others which may subsequently be formed, shall promptly undertake the formulation of a production code. This code shall operate within the limits of the production quota of the division as determined by the emergency national committee, and on such equitable basis, and for such period, as it shall determine, and shall allot a maximum\* production to each producer of (product)—in operation, or which proposes to operate, within the said division.

Production of (product)—in excess of his approved allotment,\* during any period by any producer of (product)—after having received from said established division a production allotment on the basis approved by the emergency national committee, is an unfair method of competition. (Note—The determination of production allotments is exceedingly important; these may be based on production capacity, or on sales, on a combination of both, or in other ways.)

\*If the establishment of an arbitrary maximum is not practicable, the industry may succeed in setting a "norm" of production for each division and unit thereof, departure from the "norm" being penalized so as to discourage circumventing tactics without discouraging individual initiative. Thus, it might be provided that an assessment of 2 per cent be levied on the first 25 per cent over the norm, 5 per cent on the next 25 per cent, and 10 per cent on all over; receipts to go into a common fund for the benefit of the industry.

**C. Cost Codes:** Each of the above divisions, (and any others which may subsequently be formed, shall proceed at once to provide for standard methods of costing which shall be used by all manufacturers within that division for the purposes of this section of the code.

It shall be an unfair method of competition for any such manufacturer to sell below reasonable cost. What is statistically known as the "mode" may be used as a reasonable cost, but must be so approved. (Note—It might instead be provided that no producer shall sell below his own cost production.)

\*The "mode" is that figure in an array of figures, according to their relative importance, which occurs with the greatest frequency. The "average" of the figure, or the "median" (middle item), might be used.

Dropped lines or surplus stock, sometimes designated as "close-outs," or inventories which must be converted into cash to meet immediate needs, may be sold at such prices as are necessary to move the merchandise into buyers' hands. However, all such stocks must first be reported to the executive committee of the division, and be disposed of subject to the approval of that committee.

**Article V. Emergency National Committee:**

**A. Representation:** There shall be an emergency national committee of the industry to consist of a representative, or representatives, of each division, selected by the said division, representatives of the industry at large, to be selected by divisional members, and representatives of other groups which may be entitled to representation, for the present named as follows: (Here insert names of divisions and groups, and a number of representatives.)

**B. Powers:** This emergency national

with, and subject to, the approval of the properly designated representative of the President under the National Industrial Recovery Act, shall determine, and from time to time revise, an estimate of expected (product) consumption; and based thereon it shall establish, and from time to time revise, an equitable production quota of the industry and for each division thereof.

**Article VI. Industry Regulations** (The same for all divisions, as distinct from division regulations which may differ from division to division.)

**A. Marketing Codes:** The emergency national committee may establish a marketing code, with provisions with respect to:

(a) group selling;  
 (b) classification of outlets or purchasers and recognition of standard and economically justifiable price differentials among them;

(c) division of consuming territory into market areas, providing for plants best equipped to serve particular markets, to concentrate sales efforts in such districts;

(d) adoption of uniform grading of products;

(e) simplification and standardization of products;

(f) cooperative advertising for the industry;

(g) collection and interchange of credit information;

(h) cooperative administration of insolvent debtors;

(i) and (or) other aspects of marketing.

**B. Trade Practice Rules:** The emergency national committee shall hold a trade practice conference at its earliest convenience to establish rules of fair trade practice for the entire industry. (If satisfactory rules of fair trade practice already exist, this section can ratify or adapt such in lieu of holding a new conference.)

(Note—The following list indicates some of the practices which have been covered by rules in trade practice conferences: Price discrimination, commercial bribery, misrepresentation, rebates, terms of sale, false invoicing, freight absorption, piracy of design, dumping, misbranding, free goods, interference with contracts.)

The emergency national committee may authorize any one division to adopt fair trade practice rules relating to the practices peculiar to that division.

**Article VII Statistics:**  
 In order to provide data necessary for the administration of the National Industrial Recovery Act, the members of the industry shall furnish, and the emergency national committee shall gather, statistical information from all the members of the industry.

Note—Such data may well include:  
 (a) Capacity; (b) production, orders, and shipments during the month; (c) unfilled orders and inventories (raw and finished) on hand at the end of the month; (d) number of persons employed, wage rates, earnings, and hours worked; (e) accounts receivable at the end of the month; (f) price costs; (g) and other items at the option of the industry. In many industries.

(Concluded on Page 13, Column 1)

## "Why Take Chances?"



"See that 'W'?—when your tubing comes in with that seal—your installations are safe—from moisture—splits—flaws—for life!" Such exceptional quality in dehydrated tubing has earned our large volume. 100% Dehydrated and Sealed—or Open End—Plain or Tin Plated—in 25, 50 and 100 ft. coils from stock or longer to order. Wolverine Tube Company, 1491 Central Avenue, Detroit, Michigan. Sales Offices in 29 cities. Export Dept., H. M. Robins Company, Madison Bldg., Detroit, Michigan.

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Seamless Copper Tubing  
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ESOTOO is PURE when it leaves our plant, because every step in its production is technically controlled.

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ESOTOO is absolutely pure when you start to use it for its original purity is sealed within the container with a bronze or cellophane cap, thus protecting ESOTOO against contamination or deterioration.

You are always safe when you use Esotoo.



## ASSOCIATION DRAWS UP MODEL FOR CODE

(Concluded from Page 12, Column 5)

tries, producers may prefer to give such data to an independent accountant or expert employed by the committee or association.

Article VIII. National Control Committee:

The emergency national committee of the — industry shall appoint from its own membership a national control committee of — members. (One member will often be enough, unless there are minority interests to be represented, in which event there might be two. The number should not exceed three.) The national control committee shall exercise such authority as may have been delegated to it by the said emergency national committee.

### Functions of Committee

All communications and conferences of the — industry with the President or with his agents concerning the approval or amendment of this code or of any of its provisions, or any matters relating thereto, shall be through the said national control committee. The national control committee shall serve as an executive agency for the emergency national committee of the — industry, and shall be charged with the enforcement of the provisions of this code and with the duties, through agents or otherwise, of hearing and adjusting complaints, considering proposals for amendments and making recommendations thereon, approving recommendations for exceptions to the provisions of this code, and otherwise administering its provisions of this code or subject to its terms shall have the right of appeal to the emergency national committee from decisions of the national control committee, and the decision of the said emergency national committee on said appeal shall be final.

The function of this committee shall be the general planning and coordinating for the — industry, and the cooperation with similar boards of other industries to the end of effecting a balanced national economy.

Article IX. General:

1. No provision in this code shall be interpreted or applied in such manner as to:

- Promote monopolies.
- Permit or encourage unfair competition.
- Eliminate or oppress small enterprises, or
- Discriminate against small enterprises.

2. This code or any of its provisions may be cancelled or modified and any approved rule issued thereunder shall be ineffective to the extent necessary to conform to any action by the President under section 9 (b) of the National Industrial Recovery Act.

3. The emergency national committee of the — industry and the national control committee shall from time to time make to each division established or to be established under the provisions of this code, such recommendations, including amendments of the code, as in their judgment will aid the effective administration of this code or may be necessary to effectuate within the — industry or within any division thereof the purpose of the National Industrial Recovery Act as administered.

4. Amendment to this code may be proposed by any established division to the emergency national committee or may be initiated by it, and when approved by the President shall be effective.

5. Violation by any producer of — industry products of any provisions of this code, or of any approved rule issued thereunder, is an unfair method of competition.

### To Prevent Delay

6. In order to avoid undue delay in making effective throughout the — industry this code of fair competition, the following provisions are adopted, and other provisions of the code in conflict therewith are suspended until such time as the emergency national committee shall determine that the purposes of the article have been accomplished:

a. Each established division shall submit as promptly as possible to the emergency national committee, a complete division code in conformity with the general provisions of this code. Such divisional code, if found substantially to promote the purposes of the national code, shall be accepted provisionally by the emergency national committee and its immediate enforcement authorized. The emergency national committee shall thereupon proceed as rapidly as practicable to make such adjustments of and coordination between the provisions in respect of hours, wages, production, and costs of several divisional codes as may be necessary to bring them into conformity with the provisions of the national code by:

1. Consultation and negotiation between the divisions affected.
2. By its own findings after full consideration of all factors involved.
3. If any division fails to submit within a reasonable time code provisions as provided in subsection (a) of

this article, and if in the judgment of the emergency national committee such failure is unduly delaying the effective operation of this code, the said committee is authorized to act as a divisional agency for said division and to submit on its behalf the necessary code provisions which upon approval by the President shall be effective until the said division shall have submitted satisfactory code provisions.

## President Signs Recovery Law

(Concluded from Page 1, Column 5)

specified, also to prevent unfair advantages and to require decent working standards. In case of need, a curtailment of production might be agreed upon to prevent surpluses and their injurious effects.

Mandatory codes may be imposed by the President, or trade agreements, labor agreements, or a licensing system may be adopted to compel elimination of industrial abuses and injury to the entire industry by a minority in it.

Such codes, to be legally binding, must have the approval of the President. Once approved, they have the force of law, and may be enforced in court. Fines are provided for violations.

If an industry proves recalcitrant and refuses to adopt a code of fair practices where it is needed, the President may license every concern in the industry to operate on a fair basis. No concern would be permitted to operate without a license, and refusal to abide by fair practices would subject the concern to cancellation of its license.

### Must Be Representative

An association which formulates a code of practices must, under the law, be truly representative of the industry or trade for which it speaks and must admit equitably to membership all those engaged in the trade. The code must not promote monopoly or discriminate against small enterprises.

In a statement issued concurrently with the signing of the bill, President Roosevelt asked for early submission of codes by the basic industries of the nation, so that the program can get under way early in July.

In conformity with this desire for quick action under the law, the President formally announced the appointment of Hugh S. Johnson, soldier, lawyer, and manufacturer, to administer the industrial supervision.

Secretary of Commerce Daniel C. Roper was named chairman of the Special Industrial Recovery Board. Other members of this board are Cabinet Members Cummings, Perkins, Wallace, and Ickes, Mr. Johnson, Director of the Budget Lewis A. Douglas, and Chairman March of the Federal Trade Commission.

The central organization to administer the industrial regulation provisions of the act, as tentatively planned, includes the administrator; an industrial advisory board, representing the employing element; a labor advisory board, representing employees; and staff specialists in individual industries.

Under this central administration will be sub-administrators, one for each industry or branch of an industry coming as a unit under the regulatory plan. The sub-administrators will deal with the trade association representing the industry and with concerns outside the association.

### Proposed Organization Plan

The National Association of Manufacturers has proposed a plan of organization within the individual industry to facilitate administration of the law. This plan provides for establishment of a national emergency committee by the trade association, which would deal with the federal administrator's organization.

Each division of the industry then would establish a committee of its own to represent it before the general committee of the industry. The individual company would deal through the committee for its own division of the industry. In some closely knit industries, such divisional committees probably would be unnecessary, the company dealing directly with the general committee.

In practice the system as tentatively planned would operate much as follows:

The sub-administrator would call a conference of the industry, particularly of the principal trade association. In this conference a code of fair practices would be worked out.

Such a code would be submitted to the office of the federal administrator. He would consider it, in the light of suggestions made by various elements in the industry and the advice of his specialists. Should it appear to be fair and designed to aid the industry toward recovery, the code would be approved and have the force of law.

That labor and the consumer as well as industry will have a hearing in the formulation of such codes is made evident in the President's statement that a labor advisory board and a consumer advisory board will be appointed to look after the interests of these groups.

## SEARS ROEBUCK TO MAKE 25,000 UNITS

(Concluded from Page 1, Column 1)

He expects, however, that the market may become sufficiently stable in the future that electric refrigerators may be quoted in ensuing "Sears" catalogs.

An oil-burning absorption-type refrigerator is now being offered to Sears Roebuck rural patrons in northern and eastern sections.

In the Sears Roebuck retail stores no specialty selling methods are employed. Prospects are picked from the regular store traffic. Should it be necessary for a floor salesman to make a follow-up night call to a prospect's home in order to close a sale, he is authorized to do so; but no direct canvassing is done. Direct mail campaigns, elaborate presentations, home economics schools, and the like have no place in the Sears Roebuck scheme.

Newspaper advertising, of course, is extensively used. So are local radio programs.

Stores located in the metropolitan New York (including New Jersey) territory are leading all others thus far this year, although Philadelphia and Washington, D. C., are not far behind.

Sears Roebuck officials express themselves as being eager to confer with other companies in the industry with regard to a program to conform with provisions of the Industrial Recovery act. Any move which can be made toward advancing prices to a point where a longer profit margin can be insured, they say, will be most welcome.

## HOTEL RENTS WESTINGHOUSE FOR BEER COOLING

MUNCIE, Ind.—Roberts hotel here has purchased a Westinghouse AL-30 refrigerator and is renting it to guests for use as a room-service beer cooler.

## Merchandising by Utility Upheld

(Concluded from Page 1, Column 2)

which part of the judgment was affirmed.

The lower court had found that it was not the universal custom in Texas for utility companies to sell appliances, but the Court of Civil Appeals declared that this finding was not material.

"The material issue is whether the sale of such appliances is the usual method employed by utilities in the accomplishment of their main business of manufacturing and selling gas and electricity to the public," the opinion stated.

"The evidence on this issue shows that every privately owned electric company in Texas sells and for many years has sold electric appliances; that three of the 10 municipally owned electric systems inquired about sell electric appliances or have sold them, that of the 34 gas companies operating in Texas, all except four sell gas appliances, and the four not selling them are related companies under one management, and one of these maintains a display of appliances at its main office."

The opinion stated that the evidence showed that the sale of gas and electric appliances is the usual means employed by utilities in the extension of their service and in accomplishing their main business of manufacturing and selling gas and electricity.

"We have reached the conclusion that under the facts and rules of law applicable, the appellant (utility) had the right, except as to its appliance business at Seguin, to engage in the purchase for sale and the sale of gas and electric appliances in connection with and as being incident to its principal business of manufacturing and selling gas and electricity to the public," the higher court judges declared.

## FRIGIDAIRE SALES IN MAY INCREASE 42%

DAYTON—Household refrigerator sales by Frigidaire Corp., subsidiary of General Motors, were 42 per cent higher in dollar volume in May compared with the same month in 1932, according to E. G. Biechler, president and general manager.

The company's two Dayton plants now are running at peak schedule with 10,000 persons employed, Mr. Biechler declares.

The industrial trade areas of Buffalo, Cleveland, Detroit, Dayton, Indianapolis, and Pittsburgh had a volume gain of 11 per cent. The Southwest selling districts, including Fort Worth, Dallas, Houston, Oklahoma City, and San Antonio, reported an average gain of 78 per cent; and Southern selling territories of Atlanta, Baltimore, Washington, Miami, New Orleans, Norfolk, Roanoke, and Tampa, had 18 per cent greater volume than their 1932 May records.

The plains and mountain sales territories of Billings, Denver, Kansas City, St. Louis, Sioux City, Omaha, and Wichita, also had appreciable gains.

## Kelvinator to Raise Prices June 28

(Concluded from Page 1, Column 4)

Mr. Mason said in making his announcement. "The fact that a remarkable increase in public buying this spring has caused prices generally to react upward is an excellent indication of a rapid improvement in business conditions."

"Higher prices mean better times for everyone, and we are glad that the day of price buying is coming to a close. It is the best indication of returning better times."

# You can't burn out THIS motor!

**THIS** Westinghouse THERMOGUARD refrigerator motor can't burn out. Abnormal starting or running conditions . . . no matter how severe . . . cannot affect it! The famous Westinghouse Built-in-Watchman Thermostat automatically stops the motor before its temperature reaches the danger point and starts it again when conditions are safe, without manual resetting.

Think what this means to dealers handling refrigerators powered by Thermoguard motors.

No more complaints and customer dissatisfaction because of motor failures. Service costs are cut to the minimum. No more replacing of motors and shipping them back to the factory.

Self-protection is just one of the features of this motor, designed especially for refrigerators. Among others: Remarkably quiet operation, resulting from its scientifically designed resilient mounting; minimum power consumption; trouble-free performance, assured by simplicity of design and a special oiling system.

Why permit the motor of the machine you sell to be a stumbling block in sales—a consumer of service dollars? It will pay to insist on burn-out-proof Thermoguard Motors for the refrigerators you handle.



Stalled on the line under full voltage FOR THREE MONTHS this motor was unharmed. The Thermostat, shown at the left protected it. An ordinary motor would have been destroyed in a few seconds.

**Westinghouse**  
Quality workmanship guarantees every Westinghouse product

  
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# PATENTS

ISSUED MAY 30, 1933

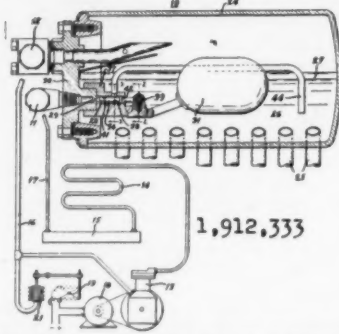
(Continued from Last Week)

1,912,208. AIR COOLING AND CONDITIONING APPARATUS. Shichigoro Kuno, Ogden, Utah. Filed June 17, 1932. Serial No. 617,698. 1 Claim. (Cl. 62-133.)

An air conditioner and cooler comprising, in combination, an elongated housing having a U-shaped cross section and a flat bottom, the straight part of the sides being substantially vertical, an electric fan located near one end, means carried by the housing for supporting the fan at a point substantially at the center of the cross sectional area, a strap secured to the inside of each vertical side member near the opposite end from that at which the fan is located, a perforated shelf having means at its ends for attaching it to the straps, said shelf serving as a support for a piece of ice, and a removable pan located beneath the ice in position for receiving water from the melted ice.

1,912,333. REFRIGERATING APPARATUS. Robert E. Robillard, Dayton, Ohio, assignor to Frigidaire Corp., Dayton, Ohio, a Corporation of Delaware. Filed Feb. 26, 1931. Serial No. 518,456. 6 Claims. (Cl. 62-126.)

1. A refrigerating system comprising an evaporator and a refrigerant liquefying unit operatively connected with the evaporator for circulating a refrigerant therethrough, said evaporator forming a reservoir for liquid refrigerant and lubri-



cant lighter than the liquid refrigerant and adapted to float thereon in a layer, a duct extending from and communicating with said reservoir for receiving liquid refrigerant therefrom and for delivering liquid refrigerant to a point in said evaporator remote from said reservoir, said evaporator also having a liquid refrigerant inlet opening, a valve for controlling the ingress of refrigerant through said opening, means for actuating said valve, and means for breaking up the layer of lubricant at a plurality of points in the evaporator, said means communicating with said inlet opening for delivering a portion of incoming refrigerant from the opening controlled by the valve to a point below the lubricant level in said evaporator.

## REISSUE

18,851. MECHANICAL REFRIGERATING EVAPORATOR. Alfred W. Mellowes, Milwaukee, Wis., assignor of one-half to Edwin B. H. Tower, Jr., Milwaukee, Wis. Original application filed Feb. 28, 1921. Serial No. 448,412. Patent No. 1,833,846, dated Nov. 24, 1931. Divided and application filed Nov. 23, 1931. Serial No. 576,905. Patent No. 1,847,057, dated Feb. 23, 1932. Application for reissue filed March 3, 1933. Serial No. 660,541. 16 Claims. (Cl. 62-115.)

1. A mechanical refrigerating evaporator, comprising an oil separating reservoir to accumulate the vaporized refrigerant from liquid refrigerant in the evaporator and to contain liquid refrigerant and allow the oil commingled therewith to separate therefrom by flotation to the top thereof, a liquid refrigerant container arranged below said separating reservoir to contain liquid refrigerant and absorb heat by vaporization thereof and having multiple tubes communicating at the top thereof with said separating reservoir, and means arranged to draw from said separating reservoir separated oil and vaporized refrigerant and to keep liquid refrigerant from being drawn from said separating reservoir with the separated oil and vaporized refrigerant.

ISSUED JUNE 6, 1933

1,912,443. METHOD AND MEANS FOR PRODUCING SOLIDIFIED CARBON DIOXIDE. Justus C. Goosmann, Chicago, Ill. Filed Aug. 11, 1928. Serial No. 298,992. 28 Claims. (Cl. 62-121.)

1. The method of producing carbon dioxide snow which comprises supplying liquid carbon dioxide under pressure to a receptacle, maintaining the pressure of the liquid at a value where the corresponding temperature is at or near the order of 35° above the temperature of crystallization and finally discharging the liquid from said receptacle to a snow machine where it is solidified.

10. In an apparatus for changing liquid carbon dioxide into snow, the combination comprising a casing, an open ended conical member supported in said casing and forming a tight joint with the bottom thereof, means projecting into said casing and conical member for spraying the carbon dioxide liquid, a chamber attached to the lower end of said casing to which said conical member opens, a weight controlled gate for closing said opening, a cylinder attached to the bottom of said chamber and in communication therewith, a plunger slidably operated in said cylinder, means for sliding said plunger, said cylinder being open at the end opposite to that in which the plunger operates, a movable gate enclosing said opening and means for operating said gate.

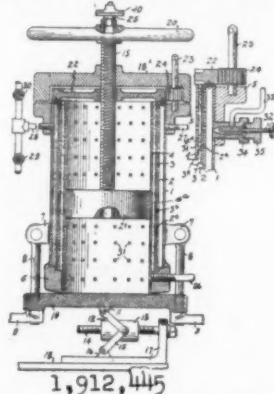
23. The method of making carbon dioxide ice which consists in compressing carbon dioxide by a series of compressors having intercoolers between them, condensing the compressed fluid after passing through the last compressor, expanding a portion of the fluid to cool the remainder, delivering the cooled fluid to a snow machine, and utilizing the expanded fluid to cool the gas passing to some of the compressors, substantially as set forth.

1,912,444. METHOD OF PREPARING SOLIDIFIED CARBON DIOXIDE. Justus C. Goosmann, Chicago, Ill. Filed May 29, 1929. Serial No. 366,911. 9 Claims. (Cl. 62-121.)

1. In the method of producing solid carbon dioxide from liquid carbon dioxide derived from sources of different pressure, comprising the steps of dropping the pressure on the liquid from the higher pressure source to substantially the same pressure as the liquid from the lower pressure liquid source, and simultaneously projecting the two liquids into a condition of reduced pressure within the same space to effect solidification of a portion thereof.

1,912,445. MACHINE AND METHOD FOR MAKING SOLID CARBON DIOXIDE. Justus C. Goosmann, Chicago, Ill. Filed April 30, 1930. Serial No. 448,450. 13 Claims. (Cl. 62-121.)

1. In a method of solidifying liquid carbon dioxide, the steps of confining a quantity of liquid carbon dioxide under pres-



sure, subjecting the liquid to the cooling action of carbon dioxide snow and suddenly exposing a substantial surface of the liquid body to effect reduction in pressure thereon and evaporation of a portion of the liquid from the body to solidify the remainder.

2. In an apparatus of the type described, the combination comprising a casing, three perforated telescoped casings within said casing, porous material between two of said perforated casings, the third of said perforated casings forming a sliding fit with one of the others, means for moving the third perforated casing with respect to the other perforated casings, and means for supplying liquid carbon dioxide to the interior of the innermost casing.

1,912,446. REFRIGERATING AND VENTILATING APPARATUS. Justus C. Goosmann, Mount Vernon, N. Y. Filed Aug. 21, 1931. Serial No. 558,456. 13 Claims. (Cl. 62-176.)

13. The method of cooling a resultant stream of air to a desired temperature which comprises dividing the stream into two streams of different volume, cooling the smaller stream to a temperature below that of the desired temperature of the resultant stream, and combining the two streams to produce a resultant stream of the desired temperature.

1,912,463. UNLOADER VALVE. Clyde E. Ploeger, Evansville, Ind., assignor to Servel, Inc., New York, N. Y., a Corporation of Delaware. Filed July 14, 1931. Serial No. 550,643. 4 Claims. (Cl. 172-279.)

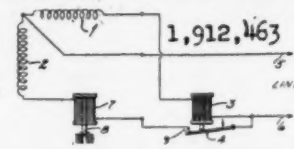


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**Will ship  
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any where in  
any ICC cylinder at  
any time by  
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**also  
Refrigerator Oils  
Carbolube (waterwhite)  
Sulfolube (topaz)**

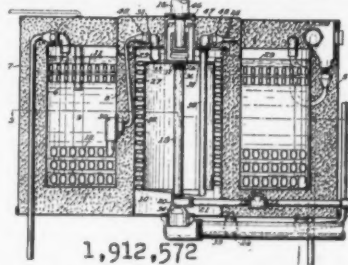
1. In combination, an electric motor having a running winding and a phase-distorting winding arranged to be energized from a source of current supply, solenoids connected in series with said windings, one of said solenoids being connected to



close the circuit of said phase-distorting winding for starting said motor and means associated with the other of said solenoids for relieving the load of said motor during starting.

1,912,572. LIQUID COOLING APPARATUS. David H. Ebinger, Columbus, Ohio, assignor to The D. A. Ebinger Sanitary Mfg. Co., Columbus, Ohio, a Corporation of Ohio. Filed July 24, 1931. Serial No. 552,838. 6 Claims. (Cl. 62-141.)

1. In refrigerating apparatus, a housing formed to include walls of insulating material and provided with a centrally dis-



posed chamber, a second chamber within said housing arranged concentrically with respect to the first named chamber, a pre-cooling coil in said centrally disposed chamber, a final cooling coil arranged in the concentrically disposed chamber, a connection between the inlet side of said pre-cooling coil and a source of water supply, a connection between the outlet side of said pre-cooling coil and the final cooling coil, a receptor adapted to receive waste water from said final cooling coil, a drain conduit connecting the receptor and both of said chambers, and means provided in connection with said drain conduit for maintaining a certain liquid level within the outer of said chambers and for directing part of said waste water into contact with said pre-cooling coil.

1,912,577. FROZEN CONFECTION MAINTENANCE APPARATUS. Russel D. Glass, Harrisburg, Pa. Filed Oct. 24, 1932. Serial No. 639,365. 1 Claim. (Cl. 62-95.)

A structure of the class described comprising an insulated cabinet, a central longitudinally extending partition having one end contacting an internal end wall of the cabinet and its other end spaced from the opposite end wall, said partition dividing the cabinet into two compartments which communicate with each other at one end of the cabinet, a brine circulating unit, a feed pipe connecting the discharge of said unit with one compartment and at that end of the cabinet which is contacted by the partition, a return pipe connecting the corresponding end of the other compartment with the inlet of the unit, a row of containers in each compartment, coils in each compartment surrounding the containers, the coils in the compartment with which the feed pipe is connected being elevated from the bottom of the compartment, while the coils in the compartment with which the return pipe is connected being located in the lower part of the compartment and a refrigerating machine connected with the

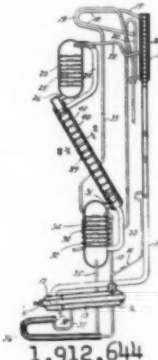
1,912,596. AIR COOLING MACHINE. Carl H. Schmidt, Waltham, Mass. Filed Oct. 9, 1931. Serial No. 567,816. 4 Claims. (Cl. 257-214.)

1. An air cooling machine comprising a casing provided with a series of water cooled passages at each end, said passages having restricted openings at their discharge ends, a central compartment located within and disposed between the said passages located at each end of said casing, an air propulsion member located within said central compartment adapted to draw air from the restricted ends of the passages located on one end of said casing and force said air into the unrestricted ends of the passages located on the discharge end of said casing.

1,912,631. INSULATING UNIT FOR COLD STORAGE AND REFRIGERATOR INSULATION. Albert G. Gibson, St. Joseph, Mo. Filed Aug. 9, 1930. Serial No. 474,236. 1 Claim. (Cl. 154-44.)

An insulating unit for use in refrigerator and cold storage insulation, comprising a multi-ply structure consisting of alternate plies of perforated and impervious material having intrinsic properties of insulation adherently united by a film of adhesive interposed between the plies providing dead air cells within the unit, said perforations being filled with loosely associated shredded insulating material.

1,912,644. REFRIGERATION. Alvar Lenning, New York, N. Y., assignor to Electrolux Servel Corp., New York, N. Y.



a Corporation of Delaware. Filed Feb. 18, 1929. Serial No. 340,803. 13 Claims. (Cl. 257-246.)

1. In an absorption refrigerating appara-

tus of the type wherein an inert gas is circulated between the evaporator and the absorber, a gas heat exchanger for the inert gas circuit comprising a pair of concentric tubular members and means in the annular space between said members for providing increased heat transfer surface, said means comprising a cylindrical portion and inclined blades secured to and extending radially from said cylindrical portion, said means formed so as to provide unobstructed passageways between said blades.

1,912,651. HEAT EXCHANGE APPARATUS. Lee Nusbaum, Philadelphia, Pa. Filed Oct. 6, 1931. Serial No. 567,196. 6 Claims. (Cl. 257-101.)

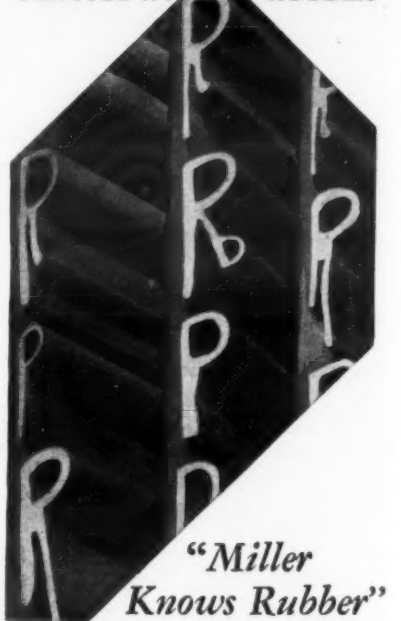
1. Apparatus for raising or lowering the temperatures of various materials comprising a tank, a stationary pipe-like conduit extending therethrough, a conveyor mounted in said conduit adapted to convey the material therethrough and simultaneously agitate the same, a heat exchange liquid contained in the bottom of the tank entirely below the conduit, means for heating or cooling said liquid as required, and means adapted to draw the liquid from the bottom of the tank and cause the same to be sprayed over the outer surface of the conduit.

1,912,688. REFRIGERATED DISPLAY COUNTER. Albert M. Bromann, River Forest, Ill., assignor to Bromann Bros., Chicago, Ill., a Corporation of Illinois.

(Continued on Page 15, Column 2)

## Doorseal Designing

AN EXAMPLE OF MILLER'S  
EXPERIENCED TECHNICAL  
SERVICE IN RUBBER



and refrigeration!

10 years close cooperation in every step of electric refrigeration's forward march has made the Miller technical staff a part of your industry. We know your problems and understand your language.

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## How DRY is dry



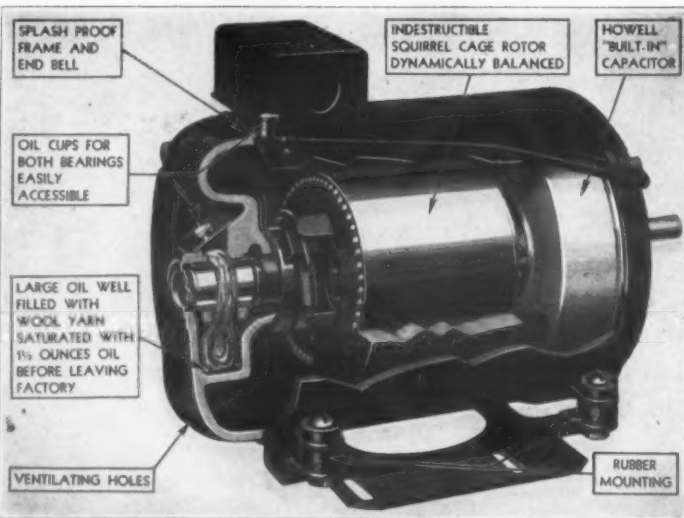
Twelve years ago refrigeration grade sulphur dioxide containing .05% moisture (500 parts per million) was considered 'dry'.

Seven years ago dry sulphur dioxide contained .01% moisture (100 parts per million).

Today .005% moisture content (50 parts per million) is the MAXIMUM.

Ansul's constant efforts to improve sulphur dioxide for refrigerator work is responsible for this changed standard. Specify Ansul for your next sulphur dioxide requirement. Your satisfaction is guaranteed.

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## A NEW CAPACITOR MOTOR PERFECTED BY HOWELL

The capacitor is built into these newest fractional horsepower motors . . . It is constructed inside the motor frame . . . With this development Howell engineers have overcome the greatest objections to this type of motor—the space and appearance factors.

Now you can power your product with a capacitor motor that is compact, light in weight, neat in appearance, quiet in operation. And a motor that has an abundance of power for its rating, high starting torque, high efficiency, high power factor and liberal overload capacity.

Here is the ideal motor for refrigeration applications. Both horizontal and vertical types are available, with rubber or rigid mounting on the horizontal models. Also stators and rotors for built-in equipment.

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## A NEW FIN COIL by PEERLESS

Wedge-locked and edge-locked aluminum fins on tinned copper tubing for methyl chloride, sulphur dioxide, F-12, etc.,—aluminum tubing for ammonia. Absolute Metal to Metal Contact. A Superior Coil in which Soldered Return Bends have been eliminated. Priced to meet 1933 conditions. Write—Wire for Catalog.

PEERLESS ICE MACHINE CO., 515 W. 35th St., Chicago, Ill.

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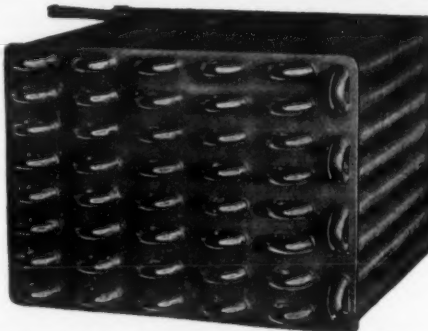
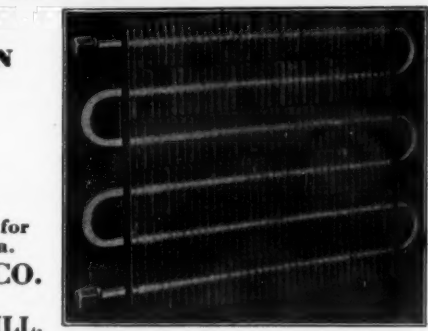
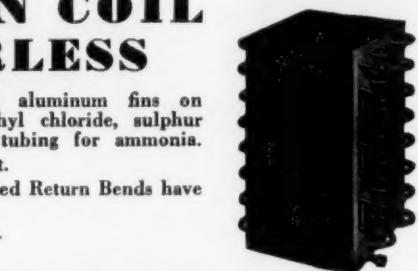
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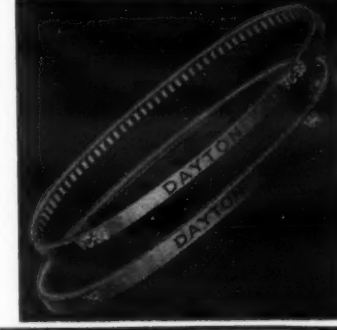
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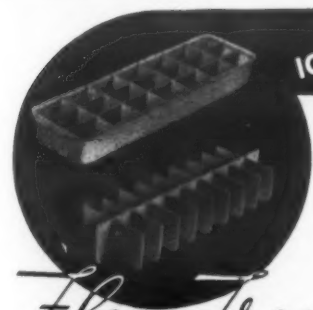
## The NEW KRAMER REFRIGERATION CATALOG

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## QUESTIONS

### Addresses

No. 1250 (Distributor, Czechoslovakia)—"Will you send me the address of Johnson Motor Co. and Metal Saw & Machine Co. in whose products I am interested?"

Answer—Johnson Motor Co., Waukegan, Ill., and Metal Saw & Machine Co., Inc., 40 Napier St., Springfield, Mass.

### Buckeye Refrigerators

No. 1251 (Distributor, Virginia)—"Will you kindly advise us if the Buckeye Electric Refrigerator Co. is in business and still manufacturing Buckeye electric refrigerators as we are considering making a change?"

Answer—Buckeye electric refrigerators are manufactured by Domestic Industries, Inc., Mansfield, Ohio.

### Silica Gel

No. 1252 (Distributor, Texas)—"We are in the market for some silica gel for experimental purposes. Will you please advise us where this can be purchased?"

Answer—Silica Gel Corp., 1800 Baltimore St., Baltimore, Md.

### Narrow Refrigerator

No. 1253 (Dealer, Michigan)—"We wonder if you could advise us of anyone who makes a small-size electric refrigerator not more than 22 inches wide?"

Answer—Serval Sales, Inc., Evansville, Ind., and Universal Cooler Corp., 7424 Melville Ave., Detroit, Mich.

### Quick Freezing

No. 1254—"Will you send me the names and addresses of manufacturers of quick-freezing cabinets and tunnels or other devices for quick freezing of food products?"

Answer—Manufacturers of quick-freezing equipment are: American "Z" Corp., 75 West St., New York, N. Y.; Booth Fisheries, Inc., 205 N. Michigan Ave., Chicago, Ill.; Birdseye Packing Co., Inc., 3 Commercial St., Boston, Mass.; Frick Co., Waynesboro, Pa.; A. B. Haslach Co., 2686 Greenwich St., San Francisco, Calif.; Kolbe Instant Freezing Co., Port Dover, Ontario; Matthews Engineering Co., Orlando, Fla.; Polar Products, Inc., 1504 Wm. Oliver building, Atlanta, Ga.; Vogt Processes, Inc., 1303 S. Shelby St., Louisville, Ky.; York Ice Machinery Corp., York, Pa.

### Service Parts

No. 1255 (Service company, Canada)—"Could you kindly furnish us with a list of names of firms in the United States dealing in refrigeration parts?"

Answer—See page 352 of the REFRIGERATION DIRECTORY and MARKET DATA BOOK.

### Air Conditioners

No. 1256 (Distributor, Louisiana)—"We would like to know the names of several companies manufacturing a good portable air conditioner and room cooler. We ask that you omit the names of Frigidaire, General Electric, Kelvinator, Copeland, and Strang as all of these lines are already represented locally."

Answer—Carrier Products Corp., 850 Frelinghuysen Ave., Newark, N. J.; Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.; Serval Sales, Inc., Evansville, Ind.; Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.; and York Ice Machinery Corp., York, Pa.

### Rubber Feet

No. 1257 (Distributor, Michigan)—"We are in the market for a few dozen sets of rubber 'shoes' for the feet of 1933 type of refrigerator legs. Where can we buy them from the makers of rubber products?"

Answer—See page 202 of the REFRIGERATION DIRECTORY and MARKET DATA BOOK.

## PATENTS

(Continued from Page 14, Column 5)  
Filed Oct. 7, 1931. Serial No. 567,365. 2 Claims. (Cl. 62-89.5.)

1. A refrigerated display counter having an upper display compartment and a lower cooling compartment, with a perforated partition between them inclined upwardly in a front to rear direction, said cooling compartment having an imperforate bottom wall extending rearwardly and substantially downward with its forward edge spaced vertically a short distance only from the forward edge of said partition and its rear portion spaced vertically a substantial distance below the rear edge of said partition and extending rearwardly substantially beyond the rear edge of the partition, a vertical rear wall rising from the rear edge of said bottom wall and extending upwardly above the rear edge of said partition, and a top wall having its lower forward edge spaced upwardly from the rear edge of said partition a distance less than the distance between the rear edge of the partition and said bottom wall, said display section having a transparent front wall inclined upwardly and rearwardly from a point adjacent the forward edge of said partition, and a transparent rear wall extending upwardly and forwardly from a point adjacent the upper edge of the rear wall of the cooling compartment; means in said cooling compartment beneath and rearwardly of said partition for cooling the same, said partition having an imperforate forward edge portion, coacting with said transparent front wall to form a dead air pocket extending along the lower forward portion of the display compartment; and an upright perforated plate between the rear edge of said partition and the forward edge of said top wall of the cooling compartment.

1,912,753. FLOODED COOLING UNIT. William E. Bihl and Axel Ramclaw, Chicago, Ill., assignors, by means assignments, to Zerzone, Inc., a Corporation of Delaware. Filed Jan. 22, 1930. Serial No. 422,514. 15 Claims. (Cl. 62-126.)

6. In a refrigerating unit, an evaporator comprising a horizontally disposed closed drum having refrigerant inlet and outlet ports located in one end thereof, a plurality of substantially horizontal serially related circulating coils, a port disposed in the other end of said drum and leading into the first one of said coils, and a second port disposed in one side of said drum adjacent said other end and leading out of the last one of said coils into said drum.

12. In a refrigerating unit, an evaporator comprising a closed tank, an inlet port disposed in one end thereof, a lever pivoted to that end of the tank, a lever valve connected to said lever and operated in and out of said port thereby, a float connected to the free end of said lever, a baffle plate connected to said float above said lever, and a suction pipe terminating above said baffle in juxtaposition thereto.

1,912,836. COOLING UNIT. Lloyd G. Copeman, Flint, Mich., assignor to Copeman Laboratories Co., Flint, Mich., a Corporation of Michigan. Filed Jan. 31, 1930. Serial No. 425,018. 6 Claims. (Cl. 62-93.)

1. A multiple unit lowside for mechanical refrigerating systems, comprising a plurality of complete independent units directly joined together and contacting end to end to form a continuous conduit for receiving and circulating a refrigerant, each of said units being provided with a permanent wall of solid material surrounding the conduit and formed of a substance which acts as a hold over, said permanent walls being connected together to form a continuous wall of hold over material for said continuous conduit.

1,912,827. COOLING UNIT CONSTRUCTION. Lloyd G. Copeman, Flint, Mich., assignor to Copeman Laboratories Co., Flint, Mich., a Corporation of Michigan. Filed June 10, 1930. Serial No. 460,238. 13 Claims. (Cl. 62-126.)

1. In a cooling unit of the type having a fixedly positioned front frame spaced therefrom, the combination of a cover for the cooling unit filling the space between said front frame and cooling unit and held in place by the front frame and having the properties of a relatively good insulator and material to which ice does not readily adhere.

1,912,841. DEFROSTING APPARATUS. Paul Haymond, Fairmont, W. Va. Filed Nov. 25, 1931. Serial No. 577,334. 4 Claims. (Cl. 62-2.)

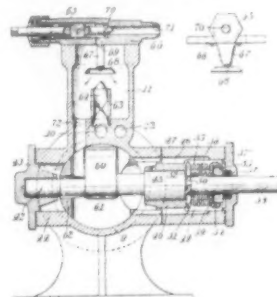
1. In a mechanical refrigerator of the compressor-condenser-evaporator type, a conduit leading from the high pressure side of the system to the evaporator, a valve normally closing said conduit, a solenoid for opening said valve, and a time-controlled switch for periodically energizing said solenoid.

1,912,896. ART OF REFRIGERATING FISH AT SEA. Paul W. Hiller, Wilmington, Calif. Filed Sept. 20, 1930. Serial No. 483,154. 5 Claims. (Cl. 62-104.)

2. An apparatus for preserving fish at sea, including a plurality of brine tanks, a heat exchanger, means for discharging the brine from any one of said tanks through the heat exchanger, and means for filling another of said tanks with fresh brine through said heat exchanger and in heat transferring relationship with the brine being discharged from said first mentioned tank.

1,912,926. COMPRESSOR. Francis A. Wegener, Gloucester City, N. J., assignor to Welsbach Co., Gloucester City, N. J., a Corporation of New Jersey. Filed March 3, 1927. Serial No. 172,327. 31 Claims. (Cl. 200-206.)

1. A compressor, comprising a cylinder having inlet and outlet valves for each end thereof, a double acting piston in said



1,912,926

cylinder, operating means for said piston, a separator cooperating with said outlet valves and including deflecting means operative under normal conditions of operation of the compressor for exerting a restraining influence on an undesirable increase in the liquid level in the separator, and means for effecting a liquid return from said separator to said cylinder at a point intermediate the ends of said piston.

1,912,273. COOLING APPARATUS FOR PASSENGER COMPARTMENTS OF MOTOR VEHICLES. Burt F. Hammers, Delbert Starrett and Jimmie E. Hammers, Lawrence, Kan. Filed Oct. 27, 1931. Serial No. 571,424. 5 Claims. (Cl. 62-117.)

2. The combination with a vehicle windshield and dashboard, of a ventilator formed with the dashboard and having an opening confronting the windshield, and a cooling means within the ventilator.

(Continued in Next Issue)

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